

Corporate responsibility

In awareness of its corporate responsibility, Helvetia supported numerous non-profit projects and organisations in 2007. Donations were mainly given to charitable and social institutions. We also focus on projects aimed at helping young people and promoting the arts. The public authorities also benefited from Helvetia's support as we paid CHF 97.2 million in direct taxes last year.

Foundation for promoting Swiss youth

Helvetia Patria Jeunesse is a foundation that promotes Swiss youth groups, clubs and youth projects in keeping with the foundation's purpose. It donated around CHF 718,000 to 54 institutions in the year under review. This includes a special anniversary donation in 2008 of CHF 500,000 to the national camp of the Swiss Guide and Scout Movement (Contura 08).

'Jugendliches Theater 2000' is provided with CHF 30,000 a year. The aim of this initiative of the Helvetia Patria-Paul Bürgi fund is to motivate young people between the ages of 16 and 20 to take advantage of the cultural offerings of the city theatre in St. Gallen.

Sponsoring activities

The year 2007 was the third year of Helvetia's successful partnership with Swiss-Ski. Helvetia proudly supports Switzerland as a ski nation and views this commitment as an investment in the next generation of Swiss skiers. This sponsorship improved our visibility and strengthened the market position of the 'Helvetia' brand. We will continue this partnership in the same vein. Internationally, Helvetia Germany continued its commitment to winter sport as one of the official main sponsors of the Four Hills Tournament, which is also the focus of Helvetia Austria's sponsorship activities.

As our head office is located in St. Gallen, Helvetia once again acted as a main sponsor of the St. Gallen Festival. The open-air production of 'Cavalleria Rusticana' was set against the historical backdrop of the monastery and served as the venue for two exclusive customer events.

Helvetia also supported cultural events such as the Volta Show in Basel (a side show to Art Basel), the Blue Balls festival in Lucerne, the Montreux Jazz Festival and the Menuhin festival in Gstaad. Numerous customers attended these events at our invitation. Helvetia's commitment to the Swiss Wrestling and Alpine Festival is quite unique. This event in Aarau was attended by more than 200,000 spectators, among them 800 guests invited to this extremely successful customer event by Helvetia.

Helvetia was a chief sponsor in financial and logistics terms of the third World Ageing and Generations Congress at the University of St. Gallen in autumn 2007. Experts from all over the world gathered in St. Gallen to engage in high-level discussions on possible solutions to demographic trends. Helvetia also supported the two generations forums of the WDA (World Demographic Association) in Baden and St. Gallen and used them as a platform for customer events.

Helvetia added two commitments in the Swiss SME segment to its portfolio of sponsorships and supported the Swiss Venture Club's third entrepreneur's award for northern Switzerland and the fifth SME seminar in St. Gallen.

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Helvetia Germany also used music to express its commitment to humanitarian issues at two big events. It organised a unique pop/classical concert to promote international union and combat racism together with the German Red Cross, and supported a top-class cultural event, the German Opera Ball in Frankfurt. All donations to this event are used for accident prevention and to help accident victims who suffered brain damage.