



*spielend lernen
apprendre en jouant
apprendere giocando*

2017 annual report

Brief version

according to the Social Reporting Standard (SRS)



Overview of the most important elements

 <p>a:primo spielend lernen apprendre en jouant apprendere giocando</p>	<ul style="list-style-type: none"> • Since it was founded in 2006, the charitable association a:primo has been committed to the early support of children from socially disadvantaged families. Through the early childhood development programmes schritt:weise and ping:pong, a:primo is making an important contribution to the equality of opportunity for socially disadvantaged children. • a:primo is working to anchor early childhood development programmes in Swiss society so that they are used as a matter of course.
<p>schritt:weise</p> <p>Learning through playing from the beginning</p>	<ul style="list-style-type: none"> • schritt:weise is a play based learning programme for children from socially disadvantaged backgrounds. The programme is offered in both the German and French-speaking parts of Switzerland. • In addition to supporting the child at home, the social network of the family and strengthening parents' skills also play a key role.
<p>ping:pong</p> <p>Building bridges through play</p>	<ul style="list-style-type: none"> • Socially disadvantaged families in particular require support tailored to their needs at the transition from preschool to kindergarten. The early childhood development programme ping:pong assists this transition through moderated parent meetings. The parents are inspired to encourage their child with his or her education in an age-appropriate manner. • ping:pong has been implemented at the first five pilot sites since the start of the 2017 school year.
<p>Our focuses in 2017</p>	<ul style="list-style-type: none"> • Completion of the project looking at the alternative implementation models for schritt:weise • Launch of the new early support programme ping:pong at five pilot sites • Launch of schritt:weise regional in the canton of Solothurn • Participation in then charity event «Jeder Rappen zählt» (JRZ) 2017 • Ensuring financial support from the federal government from the credit for family organisations • Extension of the support provided by Auridis

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A Overview

1 Introduction

Dear reader,

2017 was an eventful year for a:primo, with great successes. An important milestone was the launch of the pilot implementation of ping:pong. By summer, all of the programme materials for the kindergarten model has been developed and 7 ping:pong moderators had been trained. By autumn, practical experience with ping:pong had been obtained at five pilot sites. The initial feedback is very promising.

Progress was likewise made on schritt:weise. The canton of Solothurn switched to the new model of schritt:weise regional. We also started preparations to include two new regions in the canton of Waadt: Riviera/Chablais/Pays d'Enhaut and La Côte.

Our fundraising reached two important goals in 2017. Through lobbying with our partner organisations, we were able to avert the threat of a reduction in the financial support provided by the Federal Government for Family Organisations to a broad extent. A milestone for the association was the extension of the funding provided by Auridis until 2010 to expand schritt:weise and ping:pong.

a:primo was running at full blast even over Christmas time. Our participation in the benefit event «Jeder Rappen zählt» on Europaplatz in Lucerne resulted in many interesting encounters in icy temperatures over warm soup.

Co-Management of a:primo



Erika Dähler Meyer



Anke Moors

President of the a:primo association

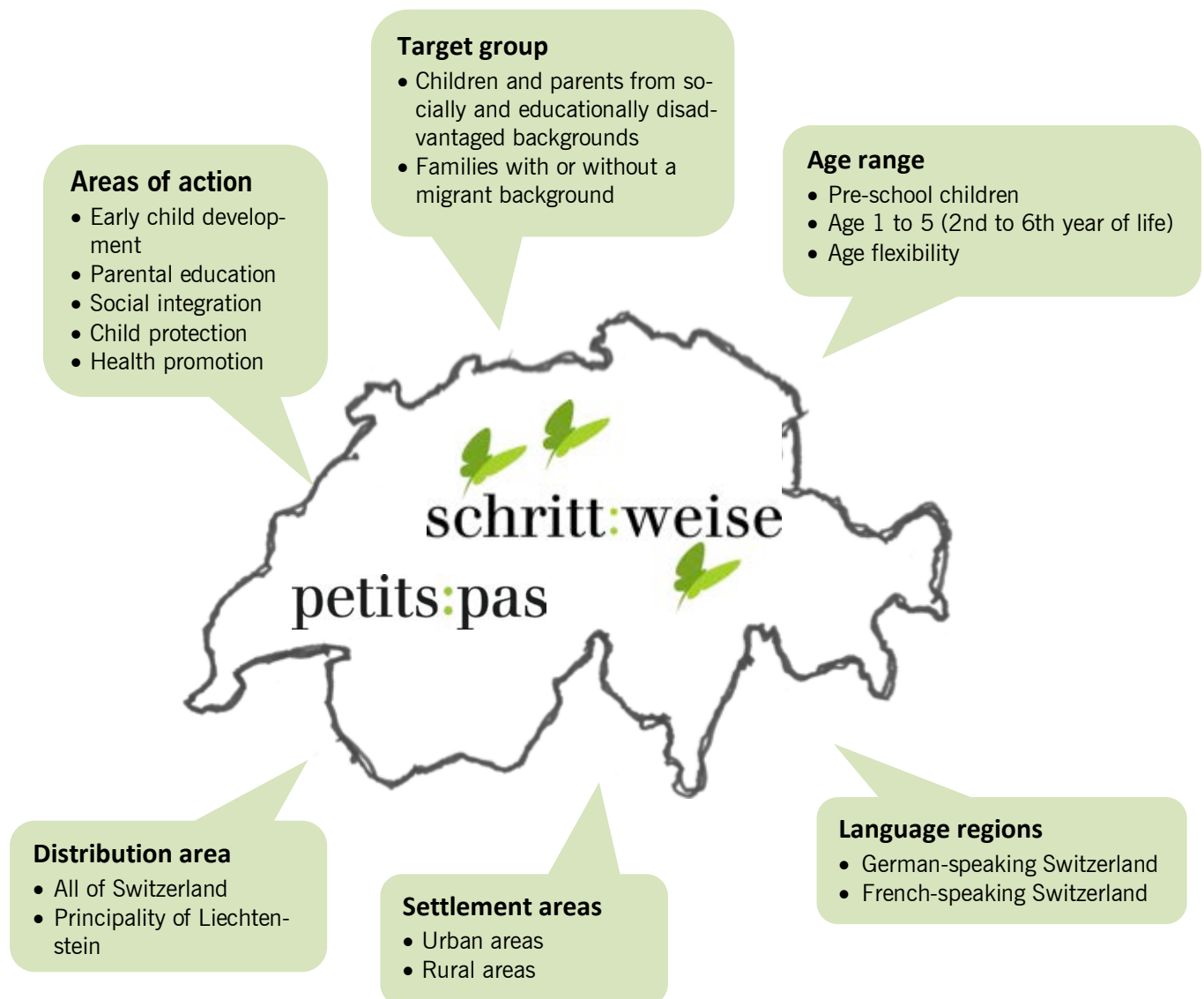


Andrea Sprecher

April 2018

B1 schritt:weise programme

The core service provided by a:primo is the early child development program schritt:weise, a play based learning program for children from socially disadvantaged backgrounds. The program is offered in both the German-speaking and French-speaking parts of Switzerland. In addition to supporting the child at home, the social network of the family and strengthening parents' skills also play a key role.



2 Resources, services and effects during the reporting period

2.1 Resources used (input)

The operating income of CHF 433,432 in 2017 is set against expenses of CHF 434,223. The staff and infrastructure costs of CHF 337,897 for schritt:weise represent around 78% of the expenditure. A total of 3,605 working hours were put in for schritt:weise in the past year.

2.2 Services (output)

In 2017, the following services were provided for the early support programme schritt:weise:

Expansion of schritt:weise

Two new schritt:weise sites were opened in 2017. A total of 341 children started the schritt:weise or petits:pas programmes at 26 sites. During this period there were a total of 704 children in the programme.

Activities in the programme

The following data are based on the evaluation of the cycles completed in 2017 (18 months):

246 children completed the programme in 2017. An additional 296 siblings benefited indirectly from schritt:weise. Of those on the programme, 77% have siblings and 51% are first-born children.

There was a total of 10,102 home visits and 361 group meetings. An average of 92% of the planned home visits were able to be carried out. The participation level in the group meetings was an average of 55.3% (a very good figure for the target group).

At least one successor offer to schritt:weise was able to be found for 98% of the children (playgroup, daycare, treatment etc.). 90% of the primary reference people also found at least one subsequent offer (German course, parental education course etc.).

Reaching the target group in the programme

In 99% of all cases, the primary reference person is the mother. Eleven percent of the mothers are Swiss, 49% have residence permit B, 23% have permit C, 14% have been provisionally accepted and 2% are asylum seekers. 80% of the mothers have only been living in Switzerland since they were 21 or older. 79% of them are not working.

In 98% of all cases, the secondary reference person is the father. 23% of them are Swiss. 77% percent of the fathers have only been living in

Switzerland since they were 21 or older. 22% of them are not working, and 47% are working as temporary workers.

At the start of the programme, 83% of the children lived in a nuclear family and 14% in a single-parent family. 53% of the families participating were receiving social security payments and 2% were entitled to disability insurance. 45% were not making use of any support services.

Alternative implementation model for schritt:weise

The evaluation workshop at the pilot site in Oensingen/Balsthal with the implementation model «expansion of the age range» took place in February 2017. The site La Broye using the «flexible start» model completed its pilot phase in October 2017 and the evaluation workshop took place in November. This marked the end of the implementation phase for the alternative models.

schritt:weise regional

The practical experience and results from the evaluation of the alternative implementation models flowed continuously into the development of a concept for the rural environment. The concept was developed in collaboration with the Arkadis Foundation and was able to be completed in 2017. The schritt:weise sites in the canton of Solothurn have already started implementing schritt:weise regional as a pilot. The pilot is being supported by a:primo.

Further development of schritt:weise

The home visitor training in French was completed in 2017. This means that all of the programme material is now available in French.

Training sessions and exchange meetings

In 2017, 6 coordinators completed the schritt:weise or petits:pas training session.

Nineteen coordinators from the German-speaking and French-speaking parts of Switzerland took part in the coordinator meeting. The focus of the meeting was on the topics of «multilingualism», «trauma» and «addressing sensitive issues in group meetings». The Federal Social Insurance Office (BSV) projects and the small group model were also presented.

Fifty home visitors took part in the home visitor meeting in Winterthur. The main topic was «providing security on the level of the child, the parent and the home visitor». There was also a

voluntary additional session on «professional integration».

Nine home visitors took part in the home visitor meeting in Yverdon. The focus was on «learning through play». Three workshops regarding the home visits were also arranged on the topics of songs, rituals and books.

Site funding

Thanks to site funding from the UBS Optimus Foundation and the Roger Federer Foundation, four locations in French-speaking Switzerland and four sites in German-speaking Switzerland were able to be supported through the expansion of the schritt:weise offer.

PR work

schrift:weise was presented to the national organisation of the Swiss Red Cross and at various events in French-speaking and German-speaking Switzerland. a:primo is constantly in contact with key people in cantons and municipalities about the expansion of schritt:weise.

2.3 Effects achieved (outcome/impact)

Evaluation of alternative implementation models by the Marie Meierhofer Institute

Experience has shown that the cost-efficient and effective implementation of schritt:weise in a rural environment requires different implementation models. Between 2013 and 2017, the Marie Meierhofer Institute for the Child (MMI) evaluated alternative implementation models at four pilot sites with a total of 253 families and 267 children: «focus», «expansion of the age range», «small groups» and «flexible start».

Reaching the target group

The target group of socially disadvantaged families was able to be reached with all implementation models at the sites in question. A relationship of trust could be developed between the family and the home visitor in most cases, which was an important factor in ensuring that the contents of the programme were integrated into everyday family life. From this result, we can see that a key central feature of the schritt:weise programme is successful: work with trained laypeople with social proximity to the target group who share the experience of parenting with the families. The concept is suitable for a programme with the aim of being low-threshold and recruiting families who are hard to reach to participate in the programme.

Effect of the home visits

The more home visits were carried out, the clearer was the progress made by the children in various areas of development. This result was shown in the independent development tests carried out with the ET6-6 by the evaluation team which coincides with the estimates of the programme staff. The number of home visits carried out also demonstrated a positive impact at the parent level, namely in terms of changes in the quality of interaction and play between the parent and the child.

Effect of the group meetings

The results of the development tests carried out over the course of the programme showed that the number of group meetings attended has a noticeable impact on the overall development and the social development of the children. The coordinator estimated that there was an improvement in German or French skills in at least a third of the mothers in each site. The more group meetings the families attended, the greater the progress in the local language skills that was able to be seen in the mothers.

Effect of the small group meetings

The number of small group meetings attended showed an effect on the development of gross motor skills by the children. Programme staff also estimate that the number of small group meetings attended is also linked to positive changes at the parent level.

Networking effect

schrift:weise also contributes to ensuring that families network with local resources. For many families, participating in the programme opens the door to the use of other services for families with young children.

Preventative effect

The comparison of the information given by the programme coordinators and the results of the independent development tests show that the coordinators were reliably able to identify developmental delays in children. The coordinators recognised a possible need for clarification and support in the children and they were generally able to arrange for the necessary steps together with the family. In these cases, the schritt:weise programme has the function of early detection of relevant difficulties.

Effectiveness of the alternative implementation models

The comparison of the results of the evaluation of the alternative implementation model with those of the base evaluation carried out for the standard

model between 2008 and 2011 (Diez Grieser & Simoni, 2012) shows at all levels, that were able to be quantitatively analysed, few systematic differences. An equivalently good effect as with the standard model can therefore be achieved with the alternative implementation models in rural areas.

Evaluations of the standard implementation model
schritt:weise is evidence-based and has been scientifically evaluated multiple times since its introduction in 2007. Since the programme is standardised and quality assured, the effects can be reproduced as demonstrated in the following evaluations:

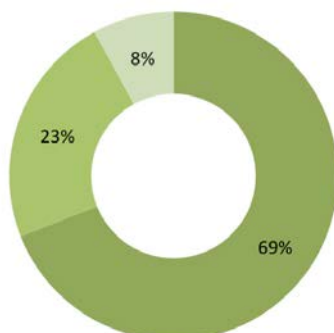
Evaluation by the Marie Meierhofer Institute

The fundamental evaluation was carried out by the Marie Meierhofer Institute for the Child (MMI) from 2008 to late 2011 at eight program sites with a total of 129 families and 135 children. The children were an average of two years old at the start of the program.

Results: In summary, the results show that the program is suitable for the target group of socially disadvantaged families. Participation in the program enabled the parents to improve their parenting skills, which in turn had a positive impact on the relationship between the parent and the child. The mothers and fathers were engaging with their children more commonly and in some cases in another, more conscious manner, and expanding their social contacts to include other families with children. In most families, this is associated with a decrease in feelings of stress. Through the schritt:weise program the children received a great deal of support in their development. The results show that 69 percent of the children showed a significant improvement in motor skills, manual skills, receptive language and emotional development:

Quality of implementation

■ Good development ■ Moderate development
■ Defective development



Most of the children moved on to a connecting offer after completing the schritt:weise program.

Evaluation of schritt:weise in the city of Bern

As part of the Primano project by the city of Bern schritt:weise was evaluated by the University of Bern between 2007 and 2012. A total of 170 families took part in the evaluation.

Results: The development tests were able to show that the children made progress in the fields of motor skills and awareness of their bodies. A survey carried out of kindergarten teachers of former schritt:weise children showed a very positive response in terms of the level of development and the social behaviour of the children.

Interface evaluation report on the new schritt:weise sites

Between 2010 and 2012, Interface investigated nine sites as part of the development of a new evaluation concept. A total of 117 families with a total of 121 children, 50% boys and 50% girls, took part.

Results: The level of education among the families was below the Swiss average. The majority of the families had a migrant background and low levels of social contact at the start of the program. After completing schritt:weise, a wide range of effects were able to be observed in both the mothers and the children. At the end of the program, the children were doing more diverse activities than at the start, and they had access to craft materials and toys. The mothers were showing a greater level of interest in their children's development and were more conscious about planning time with their children. After completing the program, all of the children attended another service, such as a playgroup or a kindergarten.

2.4 Previous year comparison: Objectives achieved, learning experience and success

Constant growth in the number of programme participants

A total of 2437 children have been directly supported by the schritt:weise programme since its launch in 2007. Siblings who indirectly benefited from the programme are not listed.

Children included in the schritt:weise programme											
Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Number	25	93	135	154	255	140	327	248	367	343	341

There are various reasons for the fluctuation in the annual increase in the number of children. The transition from the pilot phase to regular funding led to waiting times in many sites until the regular funding was in place. In addition to this, the programme duration of 18 months means that some sites do not start a new programme cycle every year.

Children supported

A total of 341 children started schritt:weise or petits:pas in 2017. The original objective was 350 children.

Geographical distribution

schrift:weise is being implemented in a total of 26 sites in 9 cantons in German-speaking Switzerland, French-speaking Switzerland and in the Principality of Liechtenstein. There are still no sites in eastern Switzerland or Italian-speaking Switzerland, or more generally in the mountain regions.

In 2016/2017, the canton of Solothurn gradually reduced its financial contribution to schritt:weise sites to a quarter of the original amount. This presented the communities with a major challenge in terms of programme funding, which is why they purchased fewer programme spaces. This meant that the number of programme participants in the canton of Solothurn decreased.

Thanks to the funding from the second schritt:weise campaign with UBS Optimus Foundation, more families can now benefit from the programme in the canton of Solothurn and in Köniz. Thanks to the start-up funding provided by the campaign and the generous donation made by a private donor, two new regions were able to be included in the canton of Waadt. schritt:weise is being introduced in the region of Riviera/Chablais/Pays d'Enhaut and the region of La Côte in 2018.

3 Planning and forecast

3.1 Planning and objectives

a:primo aims to continually expand schritt:weise so that as many children from socially disadvantaged families as possible can take part in the programme and have a fair chance in life. By the end of 2018 a:primo aims to have achieved the following objectives:

Dissemination of the programme

New sites are to be developed and existing sites expanded in both the German-speaking and the French-speaking parts of Switzerland. In 2018, 400 children start the schritt:weise and petits:pas programmes.

Programme launch in new sites

The first cycle will be launched in the two new schritt:weise regions in the canton of Waadt in 2018.

Acquisition of new sites

In terms of acquisition, the focus lies on the development of new regions, particularly rural regions. The a:primo network will be actively used and further expanded in order to do this.

Alternative implementation model

The evaluation report and the profitability analysis of the alternative implementation models will be published in collaboration with the MMI in spring 2018. The report on the follow-up study will be available in autumn 2018.

A presentation on schritt:weise in an urban environment in both German-speaking and French-speaking Switzerland will be given. Both events are being planned in coordination with partner organisations.

schritt:weise regional

The initial results on the pilot implementation of schritt:weise regional in the canton of Solothurn will be available in 2018. Thanks to schritt:weise regional, the purchase of individual places will become simpler for the municipalities, resulting in a slight alleviation in the effects of the reduction in contributions.

a:primo is planning a project to adapt the programme materials to schritt:weise regional in 2018 on the basis of the evaluation results.

QMS

The online monitoring and reporting will be adapted in 2018 based on previous experience and practical feedback.

3.2 Opportunities

Further need for social action

The potential of schritt:weise is in no way exhausted in Switzerland. Various social and political developments mean that ever more young families from socially disadvantaged backgrounds need support. Parents who moved to Switzerland as adults and have few social contacts benefit in particular from the low-threshold support offered by a:primo. schritt:weise helps families to find their way and build an independent life.

3.3 Potential risks

Budget cuts

Cost-effective implementation models are a significant challenge for a:primo. If the support programme is not offered with a good cost/benefit ratio, the users may turn to a cheaper alternative service, even if this is not the right fit for them or is not sustainable. The situation could be alleviated if the sites were to receive state support on a legal basis to an increasing extent and were no longer reliant on purely communal funding.

Competition from comparable services

The two-year pilot test by the early childhood development programme PAT was completed in 2015 and Zeppelin is now attempting to set up sites across Switzerland. PAT is a direct competitor for schritt:weise. It is a home visiting programme which uses another approach but focuses on the same target group.

Competition from the state sector

The Swiss support programme market is expanding. Substantial amounts of funding are being withdrawn from independent providers in the medium term as a result of public research and development programmes.

4 Organisational structure

4.1 Organisational structure

Publication and copyrights

a:primo is the publisher of schritt:weise and holds the copyrights for all materials developed specifically for the programme. This ensures that they can be reused and further developed and that there are no subsequent costs for use.

Social franchising

a:primo develops and runs schritt:weise but does not implement any sites. The implementation of the schritt:weise programme is carried out as social franchising: a:primo grants usage rights to trustees (partner organisations) who implement the programme at one site or several sites on behalf of communities or cities. The usage agreement serves primarily as a binding implementation regulation and as a measure of quality assurance.

4.2 Partnerships, collaborations and networks

Funding partners for the expansion of schritt:weise

The a:primo association has with the Auridis gGmbH from Müllheim an der Ruhr (Germany) a long-term funding partner for the expansion of schritt:weise by its side.



Programme development

The following partners finance the various partial projects for the expansion, adaptation and quality assurance of the schritt:weise programme. The support runs from 2011 to 2018.



Site support partners

The following partners support the schritt:weise programme through start-up financing for new sites, which should motivate interested communities to introduce the programme.

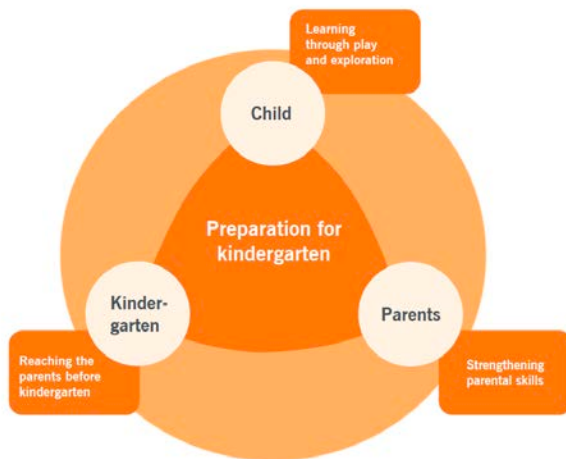


B2 ping:pong programme

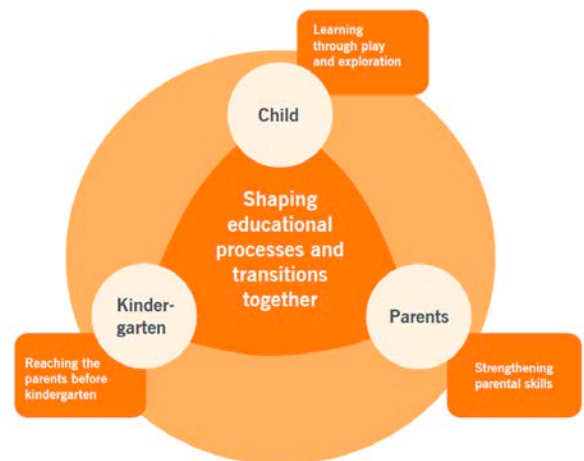
The early support programme ping:pong is a new service offered by a:primo which has been implemented in the first municipalities as a pilot project since the start of the school year in 2017. ping:pong is aimed at all parents with children aged between 3 and 6 who attend a pre-school or kindergarten. Though the programme is designed that socially disadvantaged families are reached and are able to benefit from the content. Moderated parent meetings help to prepare the families for transition to the kindergarten. Parents receive suggestions and knowledge of how to encourage their children at home through play and how they can actively support them with their education. Parents and specialists work together to ensure that the child has a good start in the kindergarten and a fair opportunity for education and social participation.

The following diagrams show the objectives that ping:pong strives to achieve.

ping:pong pre-school



ping:pong kindergarten



5 Resources, services and effects in the reporting period

5.1 Resources used (input)

The operating income of CHF 356,715 in 2017 is set against expenses of CHF 360,068. The staff and infrastructure costs of CHF 272,268 for ping:pong represent around 76% of the expenditure. A total of 3,197 working hours were put in for ping:pong in the past year.

5.2 Services (output)

In 2017, the following services were provided relating to the early childhood development programme ping:pong:

Programme development

The development of the ping:pong kindergarten programme was completed in May 2017. The implementation guideline was finalised; the play activities have been described in a target group-appropriate manner and summarised for the families in the programme materials. The development of ping:pong pre-school started.

PR work and acquisition of pilot sites

ping:pong was presented at 7 meetings and conferences. Articles on the new early childhood development programme by a:primo appeared in the specialist journals «Sozial Aktuell», «4 bis 8» and the «ZLV Magazin».

Personalised mails were sent to head teachers, municipal councils, members of education committees and heads of departments on social, educational or integration matters. A total of 686 people from municipalities in German-speaking Switzerland with more than 4,000 residents were written to. The response rate was 13%. The mailing and the intensive PR work resulted in ping:pong being presented in 6 municipalities. Five sites decided to take part in the pilot of ping:pong kindergarten.

Start of the pilot phase

ping:pong successfully started with seven groups in the first five municipalities at the start of the 2017 school year. Muri-Gümligen BE, the region of Oberaargau BE, Neuenhof AG, Langnau am Albis ZH and Winterthur ZH take part in the ping:pong pilot. The ping:pong kindergarten model is implemented in all of the sites. Following an intensive preparatory phase with the aim of building up the collaboration between the teaching staff in the kindergarten and recruiting the families, the first parent meeting took place in October. A total of 67 parents take part in ping:pong. Eleven parent meetings had taken place by the end of 2017.

Training and exchange meetings

The ping:pong training concept was developed and completed. The first training session took place in June 2017 with seven future ping:pong moderators. An exchange meeting for participants to share their initial practical experience took place in November 2017. The feedback was very positive.

5.3 Evaluation and quality assurance

Since the ping:pong early childhood development programme is offered as social franchising, ensuring the high quality of the service across the board is a key part of guaranteeing a:primo's success. A usage agreement defines the quality criteria and obliges the partner organisations to meet these criteria.

Scientific support for the pilot phase

A team of researchers at the University of Education Bern evaluated ping:pong programme under the guidance of Prof. Dr. Doris Edelmann. Moderators, kindergarten teaching staff and parents are all surveyed using assessment instruments developed specifically for this purpose in order to determine the quality of the programme implementation. The moderators in the pilot sites record their experiences after each parent meeting.

5.3 Previous year comparison: Objectives achieved, learning experience and success

Constant growth in the number of programme participants

A total of 67 parent have been supported by the ping:pong kindergarten programme since its launch in 2017. Children and siblings who indirectly benefited from the programme are not listed.

ping:pong participants	
Year	2017
Parents	67

Initial findings from practice

The initial experience of the implementation of ping:pong was extremely positive. The compositions of the parent groups are very varied. Swiss families, families seeking asylum and families from various different educational backgrounds and countries of origin come together in the groups. The linguistic barriers are a challenge but carry less weight because of the focus on communal action. Most of the pilot sites primarily involve socially disadvantaged families in the programme.

Initial experience tells us that socially disadvantaged families are able to be reached through the ping:pong programme. Exchange between the families and between the families and the teaching staff is encouraged. The resource-oriented and playful approach means the parent meetings can be carried out successfully even with very mixed groups. The moderator having a respectful attitude is a key part of this.

6 Planning and forecast

6.1 Planning and objectives

By the end of 2018, a:primo wants to have achieved the following objectives:

Development of programme materials for ping:pong pre-school and transition

All programme materials (play activities and implementation guidelines) for ping:pong pre-school and ping:pong transition will be available by spring 2018.

Second training session

The second moderator training session takes place successfully.

Recertification meeting

The first recertification meeting with the ping:pong moderators takes place.

Completion of the first programme cycle

The first programme cycles in the ping:pong kindergarten pilot programme are successfully completed in all of the sites and the second cycles will start.

Launch of new pilot sites

Five new pilot sites are launched with ping:pong pre-school in the 2018 school year.

Fundraising

Fundraising will be successfully carried out for ping:pong site funding.

ping:pong in the French-speaking part of Switzerland

Great in ping:pong was shown by the French-speaking part of the country. a:primo will continue to clarify the needs in the French-speaking part through to summer 2018. A final decision will then be made on the programme adaptation into French.

PR work and acquisition

The intensive PR work will be continued. A statement on the initial practical experience will be prepared. Specialist journals will be contacted to run articles about ping:pong. Letters will be sent to key people to ensure pilot sites for 2018.

Evaluation

The initial results of the evaluation carried out by the University of Education Bern will be available in autumn 2018.

KisS (Kinder ins Spiel [children in play])

KisS is a research project that looks at education in early childhood. The aim of the research project is to find out whether coaching teaching staff and parents increases children's ability to play in kindergarten. The project is being implemented by the University of Education North-West Switzerland and the University of Education St. Gallen in collaboration with the a:primo association as a practice partner.

An application will be made to the National Fund for the research project in 2018. Further funding will be ensured through additional fundraising with foundations.

Project phase	Start	End
Development	June 2016	June 2018
Piloting with academic support	July 2017	December 2020
Market introduction	April 2018	

6.2 Opportunities

The ping:pong early childhood development programme is in the pilot phase. Acceptance of the programme in the target group is estimated as being very high, as a:primo already has extensive experience of the acquisition of and collaboration with the target group of socially disadvantaged families.

6.3 Potential risks

Austerity measures

Unfortunately, austerity measures in the field of education are increasing, making the implementation of early childhood development programmes such as ping:pong more difficult.

Confirming pilot sites

Confirming project partner organisations to carry out the pilot implementation of ping:pong presents a particular challenge. Since decision-makers from different sectors (politics, schools, private institutions) are involved in the process of implementation of new programmes in the interested municipalities, the explanations (including explanations of possible partner organisations, the attitude of the staff and the confirmation of funding) take up a great deal of time. This requires more time to be put in by the staff at a:primo to advising and supporting potential pilot sites regarding the programme implementation.

7 Organisational structure

7.1 Organisational structure

Programme development

The ping:pong programme was developed in collaboration with the institutions that would be the future users. This meant their concerns were able to be addressed during the design of the programme and experts appointed to work in this area who were able to ensure that the programme would be relevant to everyday life in the institutions during the development of the programme.

Publication and copyrights

The a:primo association is the publisher of ping:pong and holds the copyrights for all materials developed specifically for the programme.

This ensured that they can be reused and further developed and there are no subsequent costs for use.





Social franchising

a:primo develops and runs ping:pong but does not implement any sites. The implementation of the ping:pong programme is carried out as social franchising: a:primo grants usage rights to trustees who implement the programme at one site or several sites on behalf of schools, municipalities or cities. The usage agreement serves primarily as a binding implementation regulation and as a measure of quality assurance.

7.2 Partnerships, collaborations and networks

Support partners for programme development

The following partners are financing the development phase and the pilot phase with academic support for the ping:pong programme.

		 <p data-bbox="1182 1155 1477 1227">Gesundheitsförderung Schweiz Promotion Santé Suisse Promozione Salute Svizzera</p>
	<p data-bbox="722 1350 1011 1379">Private family foundation</p>	

C Our organisation

8 Organisational profile

8.1 General information about the organisation

Name	a:primo Association for the early child development of socially disadvantaged children
Main headquarters	Technoparkstrasse 2, 8406 Winterthur
Branch office	Avenue de Rumine 2, 1005 Lausanne
Contact details	a:primo association Technoparkstrasse 2 8406 Winterthur +41 52 511 39 40 www.a-primo.ch Erika Dähler, Co-Manager, erika.daehler@a-primo.ch Anke Moors, Co-Manager, anke.moors@a-primo.ch
Legal form	a:primo is an association in accordance with Swiss legislation (Article 60 et seqq. of the Civil Code).
Foundation	The a:primo association was founded in 2006.
Purpose of the association	The purpose of the a:primo association is the charitable and sustainable provision of early child development for socially disadvantaged children of pre-school age. The areas of activity include early child development in general and early child development within the scope of support programs. The association has a branch office in order to achieve its purpose.
Statutes	www.a-primo.ch/de/ueber-uns/verein-a-primo/mitgliedschaft
Commercial register entry	The association has been registered in the commercial register of the canton of Zurich since 17 September 2013.
Charitable status	In accordance with the order of 29 April 2010 by the Zurich cantonal tax office, the a:primo association is recognised as a charitable organisation and exempt from state tax, general community tax and direct federal tax.
Independence	a:primo is politically and religiously neutral. a:primo is a legally independent organisation from its funding partners.

Number of employees	2015	2016	2017
Permanent employees working part-time	7	8	8
Freelancers	0	1	1
Volunteer board members	7	7	7
Full-time positions (100%)	4.6	5.6	5.8

8.2 Memberships and associated organisations

The a:primo association is a member of the following organisations: Netzwerk Kinderbetreuung, Elternbildung CH, Pro Familia Schweiz, Stimme Q, Public Health Schweiz, GAIMH (German-Speaking Association for Infant Mental Health).

8.3 Institutional partners.

The a:primo association has been supported by the federal government with a financial assistance from the credit for «family organisations» since 2016.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Sozialversicherungen BSV

8.4 Environment and social profile

a:primo is a charitable, politically and religiously neutral association with a family-friendly corporate culture that promoted the combination of a professional life and a family life with flexible working conditions (annual working hours, part-time work).

Environmental issues are also very important to the association, which manifests in the careful handling of the resources used (including paper, energy and water consumption and the use of public transport).

9 Services, planning and forecast

9.1 Resources used (input)

The operating income of CHF 709,154 (of which CHF 205,000 is financial support from the government) is set against expenses of CHF 703,298. The staff and infrastructure costs of CHF 198,712 for the a:primo association represent around 28% of the expenditure. A total of 2,891 working hours were put in at an association level, of which around 700 hours were on the project for the Federal Social Insurance Office.

9.2 Services

Federal Social Insurance Office financial support (BSV)

The a:primo association has signed an agreement with the federal government. The work carried out for the Federal Social Insurance Office was on the two projects described below.

BSV project «Measures to counteract the lack of specialists in the field of extrafamilial childcare»

The first 41 home visitors from German-speaking Switzerland were trained in 2017 on the new training concept based on the orientation framework for early childhood education and care.

In addition to surveying the home visitors in 2016, in 2017 the Femmes-Tisch moderators and SIKJM reading animators (Swiss Institute for Child and Youth Media) were also asked about their practical experience and their professional qualifications. A report on the initial situation, the requirements and the specialist knowledge and skills of the semi-professional employees and an overview document of possible connections has been prepared.

On the basis of this, a skills-based portfolio was being developed, the first version of which was validated by a select group of home visitors and coordinators in spring 2017. In June 2017, the document was made available to all home visitors with two out of the total of three modules («location identification» and «developing professional perspectives»). At the home visitor meeting in September 2017, the home visitors had the opportunity to address the portfolio in greater detail as part of a workshop.

BSV project «Compatibility of work and family in socially disadvantaged families»

The needs and success factors for the compatibility of work and family for socially disadvantaged families were determined.

The monitoring data from schritt:weise was analysed. The evaluation includes the completed cycles of schritt:weise and shows the integration situation of the parents.

Twelve best practice interviews were also carried out with the programme families who had managed to achieve both social and professional integration. Eight families who wished to start working also took part in an interview. Five coordinators were also questioned about the families.

The portfolio of topics for the group discussions on the validation of the findings from these interviews was developed and discussed at a first group meeting.

The brief report of the success factors identified for the compatibility between work and family was prepared in late 2017 on the basis of the research. Over the course of the project, it was shown that it made sense to expand the report and add the findings from the interviews with the families and the coordinators.

The identification of subsequent programmes for supplementary childcare at the various programme sites was clarified. The programme employees are networked locally and can direct the parents to local services that help with the compatibility of work and family.

Children's rights

a:primo commits itself since its creation in 2006 to the children's rights. As of June 2017, the association is a member of the Swiss network for children's rights. a:primo informed the partner organisations at the yearly assembly about the membership and asked them regarding their guidelines in child rights and child protection. The huge majority already implemented a code of conduct or concepts are in process. The child rights are also thematised in the coordinator's training and are part of the curriculum of the home visitors.

Collaboration on the savoirsocial project on identifying the qualification needs in the field of early childhood and language development

a:primo has taken part as an expert in two online surveys and two workshops. The data collected in the online surveys was validated and presented in the workshops. The current status in the practical environment was recorded using a competency framework based on the statements made by the experts involved. A comparison of the target and the current status was used to discuss qualification strategies to close the gap. The report on the project is available on the savoirsocial website.

PR work with a:primo

The new communication strategy by a:primo was implemented in 2017. The board actively contacted key people in its network to raise awareness of the a:primo programmes and open doors for its dissemination. The a:primo management is also a member of the board in the partner organisations Netzwerk Kinderbetreuung and Stimme Q, working to achieve better policy on early childhood.

a:primo took part in the charity event «Jeder Rapfen zählt» (JRZ, Every Penny Counts) in 2017 on the topic «Education. An Opportunity for Children in Need». a:primo participated as a partner of ALDI SUISSE. The a:primo team had a stand on Europaplatz in Lucerne for the duration of the event and raised awareness among participants of the importance of education, particularly for children from socially disadvantaged families. The multicultural songbook «Laja laja curalaja» was also sold there with profits going to the fundraising campaign.

The a:primo association is a coalition partner of the Ready! Initiative by the Jacobs Foundation. Ready! works towards a comprehensive early childhood policy in order to provide high quality early childhood support, education and learning to children aged between 0 and 4 in Switzerland.

The travelling exhibition «Discovering the World» by Stimme Q was displayed in Liestal and Bellinzona. A film about schritt:weise is part of the display. In Liestal, a:primo was also present at the launch and had a exhibition stand.

9.3 Planning and objectives

BSV project «Measures to counteract the lack of specialists in the field of extrafamilial childcare»

Additional training for home visitors in French will be completed in the first quarter of 2018.

Module C of the skills-based portfolio («specific implementation», writing an application) will be completed by late 2018.

The coordinators will be trained on how to use the portfolio. The development of the network and the testing of the portfolio is being started at the locations. The experience for this will be gained at the evaluation workshops.

BSV project «Compatibility of work and family in socially disadvantaged families»

All six expert interviews will be carried out by April 2018. The expanded report on the success factors for the compatibility of work and family in socially disadvantaged families will be completed by July 2018 and published on the a:primo website.

A skills-based portfolio is being developed for the families. This will be included in the development of the practical guidelines for the programme staff. Ways to achieve integration (both professional and social) and compatibility will be demonstrated at the group meetings and specialist units identified.

a:primo PR work

a:primo is implementing the objectives set in the project «Policy of early childhood at a municipal level» together with its project partners Radix, municipal association, Netzwerk Kinderbetreuung, Pro Enfance and Kibe Suisse.

10 Finances

10.1 Accounting

a:primo funding model

In accordance with Article 4.1 of the association's statutes, the charitable association a:primo is financed by the following sources of income:

- Member contributions
- Revenue from services provided by the association
- Usage fees for partner organisations
- Contributions and grants from private and public institutions
- Interest on association assets
- Donations, endowments, legacies

Accounting principles

This annual financial statement has been prepared in accordance with the provisions of Swiss accounting law (32nd title of the Code of Obligations).

Principles of accounting and evaluation

The accounting is in Swiss Francs (CHF). The assets and liabilities are calculated at the exchange rates on the balance sheet date, business

processes at the relevant daily rate. Unless otherwise mentioned, the balance sheet items are evaluated at the current values on the balance sheet date, generally at nominal values. Stocks of goods are evaluated at the cost price less any appropriate correction in value. The fixed assets are included in the balance sheet at their procurement costs less the commercially necessary amortization. Fire insurance values: 100,000 CHF for material costs and stocks of goods.

Accounting

The internal accounting is supplemented by Büro Ö AG, St. Gallen, which carries out the payroll accounting and prepares the quarterly and annual reports.

Revision of the 2017 annual financial statement

The 2017 annual financial statement was revised by PricewaterhouseCoopers AG, Winterthur.

Detailed financial report

The detailed report on the 2017 annual financial statement can be obtained from the a:primo branch office.

10.2 Balance sheet

Balance sheet as of 31 December

(in Swiss Francs)

	<u>2017</u>	<u>2016</u>
Assets		
Liquid assets	770,394	592,230
Accounts receivable from trade and services from third parties	8,213	37,920
Other claims against third parties	5,458	5,456
Stock	80,000	66,800
Active deferred income	<u>54,024</u>	<u>37,713</u>
Total current assets	918,089	740,119
Furnishings and fixtures	1	9,700
IT equipment	1	15,300
Online platform	<u>1</u>	<u>1</u>
Total fixed assets	3	25,001
Total assets	<u><u>918,092</u></u>	<u><u>765,120</u></u>
Liabilities		
Creditors	186,078	30,024
Deferred liabilities	<u>141,810</u>	<u>183,705</u>
Total short-term borrowed capital	327,888	213,730
Reserves	95,000	40,000
Funds for development and the QA support programme	<u>342,000</u>	<u>359,900</u>
Total long-term borrowed capital	437,000	399,900
Organisational capital	151,490	151,490
Net profit	1,714	
Total liabilities	<u><u>918,092</u></u>	<u><u>765,120</u></u>

10.3 Revenue and expenditure

Operating statement (in Swiss Francs)	2017	2016
Net income	1,396,401	1,417,087
Material costs	-78,021	-123,686
Project costs	-439,155	-224,443
Evaluation/training costs	-7,803	-6,128
Staff costs	-652,512	-634,797
Other operating expenses	-211,365	-149,080
Amortisation	-24,998	-56,961
Operating result	-17,453	221,991
Financial result	1,267	9,282
Annual result before fund changes	-16,186	231,273
Change in funds, development of the programmes	102,900	-99,100
Change in funds, location funding	-85,000	-90,000
Change to equalisation fund	0	-35,000
Association result	1,714	7,173

10.4 Financial situation and planning

Look back at 2017

In 2017, a:primo was able to obtain a three-year extension to the funding period from Auridis. This will enable a:primo to ensure the dissemination of schritt:weise and ping:pong in the long term.

In autumn 2017, the Federal Council announced a reduction in the funding support provided to family organisations of 20% in Parliament as part of its austerity package. With the help of a large number of individuals and other umbrella organisations, this proposal was able to be fought and the reduction in funding decreased from 20% to 3%. This will enable a:primo to continue its work without staff reduction.

With the broad support of the federal government, the foundations and the sponsors obtained, 2017 can be seen as a positive year.

Outlook for 2018

Both the funding from Auridis and the financial support from the government are important sources of basic funding for a:primo. The political developments at a government level in the next two years will be critical in terms of securing funding beyond 2019.

The development and implementation costs for the new ping:pong programme are covered for the next two years. This means the programme can be carefully planned and launched.

a:primo is also breaking new ground with a collaboration agreement with ALDI SUISSE.