

ZETA MOVEMENT

ANNUAL REPORT 2022



MEMBER OF



WWW.ZETAMOVEMENT.COM

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PRESIDENT'S STATEMENT



Die Wichtigkeit der psychischen Gesundheit für sämtliche Bevölkerungsschichten, aber speziell für die Generation Z, nahm auch im Jahr 2022 nicht ab - im Gegenteil. Die drastische Lage in der Jugendpsychiatrie spitzt sich Ende 2022 noch weiter zu, was dazu führte, dass die UPD Bern die Aufnahme von Kindern und Jugendlichen in ihrem Ambulatorium stoppen musste. Die akute Lage erstreckt sich aber über die ganze Schweiz (derbund.ch - 19. Dezember 2022).

Als Mensch mit einiger Krankheitserfahrung während meiner Jugend machen mich diese schockierenden Neuigkeiten umso bestürzter und ja, es löst auch Ängste aus. Jedoch zeigt sich die Wichtigkeit der Prävention der psychischen Gesundheit schon in jungen Jahren. Und ich bin überzeugt, dass wir mit ZETA Movement genau dort mit einem offenen und ehrlichen Dialog einen grossen Teil beitragen. Die Nachfrage nach Ambassadorbesuchen ist stetig hoch und das Programm konnte in diesem Jahr sogar in die französischsprachige Schweiz ausgedehnt werden.

Wir konnten auch in diesem Jahr unsere Reichweite vergrössern, gerade die TikTok Videos mit Pro Juventute kamen sehr gut an und halfen uns, unsere Botschaft den Jugendlichen näher zu bringen.

Eines der Jahreshighlights ist sicherlich die Ehrung mit dem prestigeträchtigen Prix Jeunesse der Jugendsession im November.

Die Auszeichnung ist eine riesige Ehre für uns als ganzen Verein und unser Dank geht speziell an alle Ambassadors, die mit ihren vielen ehrenamtlichen Einsätzen, die Stimme von ZETA Movement in den Schulklassen und Jugendorganisationen sind. Die Preisverleihung im Nationalratssaal war auch ein wehmütiger Moment für mich persönlich. Es war meine letzte öffentliche Rede als Präsident von ZETA Movement und mit grossem Dank durfte ich an der folgenden Hauptversammlung Ende November mein Amt abgeben. Nun wird ZETA Movement ohne Präsidium und hierarchische Struktur geführt, was nicht bedeutet, dass der Verein dadurch weniger effizient agieren wird.

Uns geht es aber nicht um die Preise und Auszeichnungen. Es sind die vielen Gespräche mit Jugendlichen, die den Erfolg ausmachen. Wir sind mittlerweile bei rund 100 durchgeführten Aktivitäten angelangt und für das kommende Jahr sind bereits wieder viele Anfragen gekommen.

Ohne die Unterstützung sämtlicher aktiver Mitglieder und Ambassadors, unsere Unterstützer:innen, Spender:innen und den Organisationen, die uns vertrauen und uns einladen, wäre ein solches Jahr aber nicht möglich gewesen. Mein Dank geht an euch alle.

Merci viu mau!

A stylized, handwritten signature in black ink, consisting of several fluid, overlapping strokes.

DAMIAN STÄHLI
PRESIDENT

*it was decided to leave the statement in its original language, German.

OUR VISION

ZETA Movement's core mission revolves around initiating crucial conversations. Recognizing the significance of discussing mental health, the association firmly believes that open dialogue is the initial and vital step towards fostering an inclusive and empathetic society, particularly for conditions and needs that often go unnoticed. By creating safe spaces throughout Switzerland, ZETA Movement actively facilitates these conversations, offering platforms for individuals to share their stories, seek information, ask questions, and engage in reflection, thereby working towards the vision of a future society grounded in understanding and acceptance.

OUR VALUES

ZETA Movement, initiated by young adults, is a dedicated project that aims to dismantle the cycle of stigma and silence surrounding mental illness among young people and adolescents in Switzerland. By fostering awareness and understanding, the association seeks to combat this issue by sharing personal life stories and actively engaging with young individuals. Through their own experiences, ZETA Movement strives to empower and uplift others, creating a supportive environment that encourages open dialogue and destigmatizes mental health challenges.

OUR MISSION

At the core of ZETA Movement are the values of empathy, inclusivity, advocacy, and destigmatization. With empathy as a guiding principle, ZETA Movement strives to understand and support individuals navigating mental health challenges with compassion and sensitivity. It is committed to fostering an inclusive environment that embraces the diverse experiences and perspectives of all individuals, ensuring that everyone feels valued and respected. Through advocacy efforts, ZETA Movement actively works to bring about positive change in mental health policies and services, aiming to improve accessibility, affordability, and quality of care for all.

ZETA MOVEMENT



ABOUT US

ZETA Movement is an association that we like to define as 'created by young people for young people'. Founded in 2019, it set out to start the conversation about mental health, helping to abolish the prejudice and stigma surrounding mental health. We decided to start with young people, who are our future and the generation that will build tomorrow's society.

Our concept brings together peer-to-peer experience through storytelling, information spreading and community development to raise awareness about mental health but also to show that mental health disorders can represent something very different than the end: the beginning of something different.

The only one of its kind in Switzerland, the association is partly inspired by the Danish national campaign "One of Us" and aims to operate in all cantons of all Swiss language regions.

STRUCTURE OF THE ASSOCIATION

ZETA Movement is an association founded in October 2019 according to Art. 60ff ZGB with seat in Bern. The organs of the association are the General Assembly and the executive Board. The General Assembly is made up of all the members of the association. The Executive Board is currently made up of 5 people, appointed by the General Assembly for one-year mandates.

“ MENTAL HEALTH IS A BASIC HUMAN RIGHT. AND IT IS CRUCIAL TO PERSONAL, COMMUNITY AND SOCIO-ECONOMIC DEVELOPMENT.

-World Health Organization (WHO)

DEDICATION TO END THE STIGMA

THE TEAM

ZETA Movement's team experienced various changes throughout the year. In the beginning of 2022, the board was composed of Damian, Emma, Sofia, Robin and Ronja. Damian served as president and ambassador program manager, Emma was responsible for running the secretariat and Sofia was in charge of finances. Communication was Robin's domain, whereas Ronja was mainly responsible for the Romandie and supporting the ambassador program.

Over the course of the year, both, Damian and Ronja, decided to step down from their positions. We thank them for their dedication and their work for ZETA Movement! As a consequence, we were looking for additional board members. At the General Assembly on 30 November 2022, Barbara, a long-term member of ZETA Movement, and Janice were elected to the board. Since then, ZETA Movement is run without a formal presidency to allow an agile management.

Below, the board as per 30 November 2022 is presented.



EMMA BROGGINI

Co-Founder
Ambassador Program Manager



BARBARA GERMANN

Community Manager



JANICE LOOSLI

Ambassador Program Manager



SOFIA NICOLI

Head of Finances



ROBIN ANNA VITAL

Head of Communications
Secretariat

PROFESSIONALISM FOR EFFECTISM

PROFESSIONAL ADVISORS



STEFANIE SCHMIDT, PROF. DR.

Assistant Professor of Clinical Child and Adolescent Psychology at the University of Bern supported the committee in shaping the ZETA Ambassadors for Mental Health Awareness project in multiple ways.



TAZIO CARLEVARO, DR. MED.

Former medical director of the Cantonal Socio-psychiatric Organization (OSC), Northern Ticino, specialized in the treatment of anxiety disorders, obsessive compulsive disorders and compulsive syndromes. Member of the Expert Group on Addictions of the Government of the Canton Ticino, honorary president of the Swiss Italian Association for Depressive, Anxiety and Obsessive Compulsive Disorders (ASI-ADOC), of the Committee of the Association Ancora of Lugano, and honorary member of the Group Azzardo Ticino-Prevenzione, (GAT-P).



MICHELE MATTIA, DR. MED.

Psychiatrist, psychotherapist and owner of a private practice in Ticino. President of Asi-adoc (Swiss Italian Association for Anxiety, Depression and Obsessive Compulsive Disorders). Lecturer at the University San Raffaele (Milan), member of the editorial board of the Newsletter of the WACP (World Association of Cultural Psychiatry) and Co-founder and Member of the Swiss Society for Anxiety and Depression (SSAD).



CHRISTA SCHWAB

Operational Manager at the Canton of Lucerne's Health Promotion Office.

EVENTS

HIGHLIGHTS OF THE CONFERENCES, COMMUNITY EVENTS AND
ROUNDTABLES ORGANIZED AND ATTENDED IN 2022

EVENTS@ZETAMOVEMENT.COM

COMMUNITY@ZETAMOVEMENT.COM

CONFERENCES

02.03.2022

ZETA Movement Ambassadors were invited to share their story and experiences at the Pro Menta Sana event for members of the parliament on the topic of "Mental Health during the Covid-19 crisis"

29.11.2022

ZETA Movement Ambassadors were invited to share their story and experiences at the Fachtagung Gesellschaftspolitik at the Luzerner Forum für Sozialversicherungen und soziale Sicherheit

30.11.2022

Dr. Rafael Traber, Director of the Clenia Littenheid AG, gave a talk at our General Assembly. The presentation, titled "Nur wenige Menschen bleiben ein Leben lang gesund", presented how most people will be affected by mental health problems during their life.

EXPERT EVENTS

INFORMAL EVENTS

1

07.03.2022

Pizza evening for members.

2

18.04.2022

Sharing & Caring (online). Members of ZETA Movement can share anything that is on their mind in a safe space.

3

10.04.2022

Movements & Emotions workshop (hybrid) by Marylin Moggi. Workshop during which members were taught to express themselves through movement

AMBASSADOR PROGRAM

ZETA MOVEMENT'S FLAGSHIP PROJECT TOOK OFF IN 2022

AMBASSADORS@ZETAMOVEMENT.COM

SHARING STORIES FOR A BETTER FUTURE

AMBASSADOR PROGRAM IN BRIEF

The Ambassador Programme is the core project of the ZETA Movement, embodying our values and enabling us to work towards our vision of a future society without mental health stigma.

Using a storytelling approach, our ambassadors, young people who have experienced mental health problems in their lives and are now at an advanced stage of recovery, tell other young people about their experiences, enabling several mechanisms that work together to make the listener feel less alone. We all play different roles in our lives, as friends, relatives, colleagues, teammates, neighbours, and we experience first-hand or as witnesses the impact of mental health issues in everyday life; listening to the real-life stories of others allows us to walk in someone else's shoes for a while, and thereby better understand different paths of life than our own. The focus of the Ambassadors programme is on how to get help, how to recover and, last but not least, on providing a peer-to-peer approach that avoids top-down teaching and encourages dialogue and sharing among peers. Dialogue takes place in a safe space created by the ambassadors, where vulnerability is not something to be ashamed of, where prejudice is left at the door, where sharing is a way to feel closer to those who live next to us, and where young people can understand that the goal is not to become superhumans, but on the contrary, that it is okay to be just as we are.

Finally, the recounting of personal experience is a form of empowerment for the ambassadors in their own recovery pathway and enables them to recognise once more that they own their (powerful) story.



TRAINING PEERS

AMBASSADOR WORKSHOP

In 2022 we again organised 2 training workshops, one in the spring and one in the autumn.

Applicants had to submit a letter of motivation reflecting on their own experience of mental health issues. A basic requirement is that each candidate is in an advanced stage of recovery and that they provide the Board with a medical certificate attesting to their suitability for the project. In addition, the Board conducted individual interviews with each applicant to get to know the future ambassadors better. The applicants' profiles were also evaluated by the professional advisors.

As in 2021, the workshop was led by Professor Dr Stefanie Schmidt, an expert in child and adolescent psychology from the University of Bern. She presented best practices on how to talk about mental health and how ambassadors can learn to keep their distance during their activities and school visits. There are also details that should never be shared with other young people during the activity. Ambassadors learned techniques to avoid such topics while maintaining an open attitude. In addition, the ambassadors got to know the association, its history and its values better in order to be able to represent ZETA Movement throughout the country. Finally, the candidates attended a short workshop on storytelling, based on the knowledge acquired in a comprehensive course on storytelling organised by the Swiss Study Foundation and Swissnex San Francisco. This gave the ambassadors the necessary tools to complete their presentations and allowed them to gain confidence in their presentation skills.

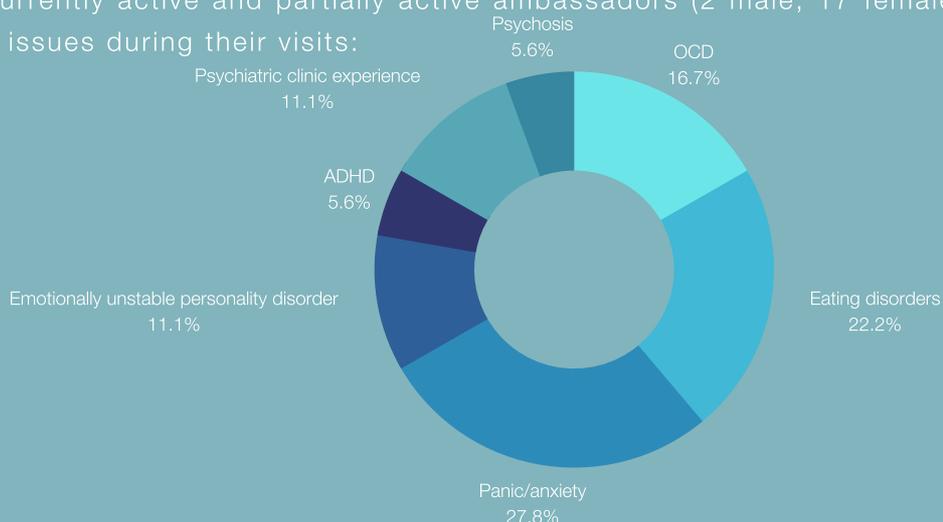


THE POWER OF STORYTELLING

AMBASSADOR VISITS

In total, we trained 16 ambassadors in 2022 (5 Italian-speaking, 3 French-speaking and 8 German-speaking), the same number of ambassadors trained in 2021. However, ZETA Movement is facing an increasing drop-out rate, which brings it to a current number of 14 active ambassadors. The drop-out rate is due to personal reasons as well as to the strict rules adopted. ZETA movement's contract with its ambassadors includes a clause on their wellbeing. If an ambassador does not feel psychologically well, has a relapse, is in a moment of crisis, etc., he or she must inform the board and will be suspended from the programme until further notice. Whilst this helps to create a more responsible and safe environment to ensure the best possible service to the schools and institutions that require our activities, it is also a measure to preserve and protect the wellbeing of the Ambassadors. ZETA Movement is therefore facing considerable challenges in creating and maintaining a stable team of Ambassadors, especially in view of the increasing number of requests for visits received over the past year.

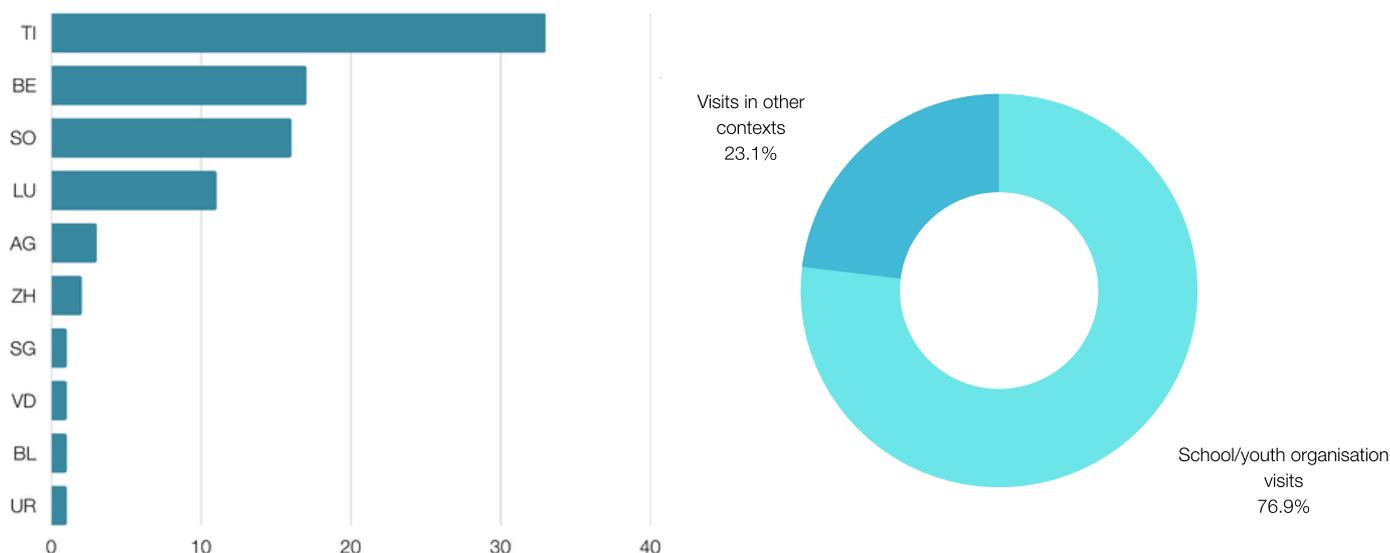
The 19 currently active and partially active ambassadors (2 male, 17 female) address the following issues during their visits:



Having successfully established ambassador visits to German-speaking Switzerland and Ticino, the past year has been devoted to developing ZETA Movement's activities in French-speaking Switzerland. A working group was set up for this purpose. The first steps were to establish a network with local players and to understand the specificities of prevention measures in the different cantons of French-speaking Switzerland. We're very pleased to have been able to successfully find the first ambassadors and professionals who can support our visits. Finally, we were able to carry out the first ZETA visits with a group of scouts at the end of the year.

The working group, in close collaboration with the board, is continuing to plan the next steps in order to broaden our involvement in French-speaking Switzerland and aims to be able to offer ambassador visits to schools in French-speaking Switzerland. For the first time, we have a French-speaking ambassador in our team, which is the first step towards building a solid network in the French-speaking region of Switzerland.

AMBASSADOR VISITS



In 2022, ZETA Movement conducted a total of 69 ambassador visits and its ambassadors brought their experience to an additional 18 contexts that are different from normal school/organisation visits. This means that in 2022 the association conducted 72.5% more visits than in the previous year. There were even more requests and a significant number of them had to be declined due to insufficient human resources.

Compared to 2021, ZETA Movement has not only increased the number of visits carried out, but also expanded its scope of action and influence. While continuing to carry out visits in schools, which remain the main category of requesting institution, the association started to carry out ambassador visits in different contexts, such as inter-party events organised by youth political parties and training workshops for scouts. In addition, ZETA movement has found a way to interact more with not only young people, but also the adults who surround them and form their safety network. For example, it was invited to conduct ambassador visits for teachers at the SCC school in Ticino. The association was also invited to represent the point of view of people affected by mental health problems in political contexts.

“ I AM HAPPY THAT IT WAS POSSIBLE TO HAVE A PROTECTED SPACE TO LISTEN AND BE ABLE TO EXPRESS EVERYTHING THAT WAS ON MY MIND.

“ REALLY THANK YOU FOR SHARING YOUR EXPERIENCE, I THINK IT IS A GREAT STEP TO REMOVE STEREOTYPES RELATED TO MENTAL HEALTH. IT REALLY TOUCHED ME.

In 2022, around 1100 young people had the opportunity to listen to a testimony from an ambassador of ZETA movement. This feedback was collected from them.

NETWORKING

FOSTERING SUPPORT, COLLABORATION AND SHARING OF
RESOURCES FOR A STRONG FOUNDATION

INFO@ZETAMOVEMENT.COM

COMMUNICATION@ZETAMOVEMENT.COM

NETWORKING

BUILDING STRONG RELATIONSHIPS

Establishing sustainable partnerships and fostering long-term cooperation with other associations was a pivotal aspect of our development in 2022, as has been in 2021. Our objective is to expand our reach and ensure the association's continued existence by forging connections in various language regions. These collaborations are particularly vital for us as a small, volunteer-based organization. However, the strength of our network goes beyond the sheer number of partners, consultants, and supporters. It lies in the shared intentions that underpin lasting relationships, enabling us to work together on multiple fronts towards common objectives, with each party bringing their unique skills and tools.

ZETA Movement is surrounded by a diverse set of organizations and individuals, encompassing distinct expertise, content, and formal structures. This diversity creates the essential conditions for all participants to have the necessary room for personal growth and collaborative efforts. We firmly believe that our richness stems from diversity, not only within the personal stories of our Ambassadors program but also in the collaborative initiatives we undertake on the ground. Embracing diversity allows for complementary spaces to emerge.

In 2022, we were able to strengthen our existing partnerships and expanding our network with new partners.

- Since the beginning of ZETA Movement, Global Changemakers supports ZETA Movement and offers us an international platform, in terms of visibility but also and above all in terms of perspectives, by providing a network of young leaders who look at the world and its complexities from different places.
- ZETA Movement is part of the Network Mental Health in Switzerland, a platform connecting all organizations and associations working in the area mental health in Switzerland.
- In the Bernese Alliance against Depression ZETA Movement found a partner to conduct school visits in the canton of Bern with. We provide them with ambassadors and they provide us with professionals that accompany them during the visit.
- ZETA Movement was able to start a partnership with the Child and Adolescent Psychiatry of the Canton of Bern (UPD) who facilitates the access of our approach in environments that are related to young people and they do so by supporting our work and embedding it in a broader concept from which we can learn and to which we can simultaneously contribute.

BUILDING STRONG RELATIONSHIPS

- Due to strong connections of our president, Damian Stähli, Pro Menta Sana is a long-standing and valuable partner of ZETA Movement. It is an honor that the largest Swiss organization for mental health acknowledges our work, supports our projects and engages in dialogues with us.
- ensa - a project of Pro Menta Sana offering Mental Help First Aid courses focusing on adults, youth or members of the LGBTQI-community supports the members and ambassadors of ZETA Movement by offering a significant discount on their courses. Taking these courses helps us to improve our understanding and knowledge on mental health and specifically how to help others in need.
- ZETA Movement supports the #unbeschränkt and "Wie geht's dir" campaigns. Specifically the latter is an important contact point as they offer brochures, leaflets, posters, stickers and more which ZETA ambassadors can distribute and use during their visits.
- ASI-ADOC is a network in the Italian-speaking part of Switzerland and focuses on OCD and anxiety. They offer events to share experiences and exchange on these topics.
- BeWell.help is a platform to book therapy and coaching sessions online. This is a low-threshold offer for people to easily access needed resources.
- As with the Bernese Alliance against Depression, HealthFirst is a partner with regards to specific ambassador visits. Health First is an organisation that offers mental health workshops for students, teachers and companies in English. As an addition to their workshop, ZETA Movement partners with HealthFirst to offer a storytelling part.
- ZETA Movement is an official partner of the Canton of Lucerne's Office for Health and Sports. ZETA Movement is an official educational project which can be easily booked by teachers.
- ZETA Movement partners with Pro Juventute and 147 to organize social media campaigns, exchange on projects and share resources.
- ZETA Movement is member of the Umbrella Organization of Youth Associations in Switzerland.
- ZETA Movement supports the 143 number, specifically in English.
- In addition, ZETA Movement partners and supports initiatives of mental health activists such as Soli Bern, Network: Trauma and Dissociation or Shaping Recovery Together.

OUR PARTNERS & SPONSORS



ZETA Movement is grateful to be able to count on generous support by the following organizations and thanks them for their trust in our project.



COMMUNCIATION

AWARENESS-BUILDING THROUGH EFFECTIVE COMMUNICATION

COMMUNICATION@ZETAMOVEMENT.COM



@ZETA.MOVEMENT



@ZETAMOVEMENT



@ZETA MOVEMENT

COMMUNICATION & OUTREACH

PRESS

External communication of ZETA Movement is focused on mental health awareness, our own project and events as well as those of our partners. We furthermore share encouragements, verified information and helpful contacts with our online community.

In 2022, ZETA Movement's activities were covered in newspaper articles, as well as in television and radio interviews. Some of the press coverage is part of our ambassador's personal activism. All articles are linked on our [website](#).



RSI Strada Regina
SRF Einstein



Catholica
La Regione
L'Informatore
TagesAnzeiger

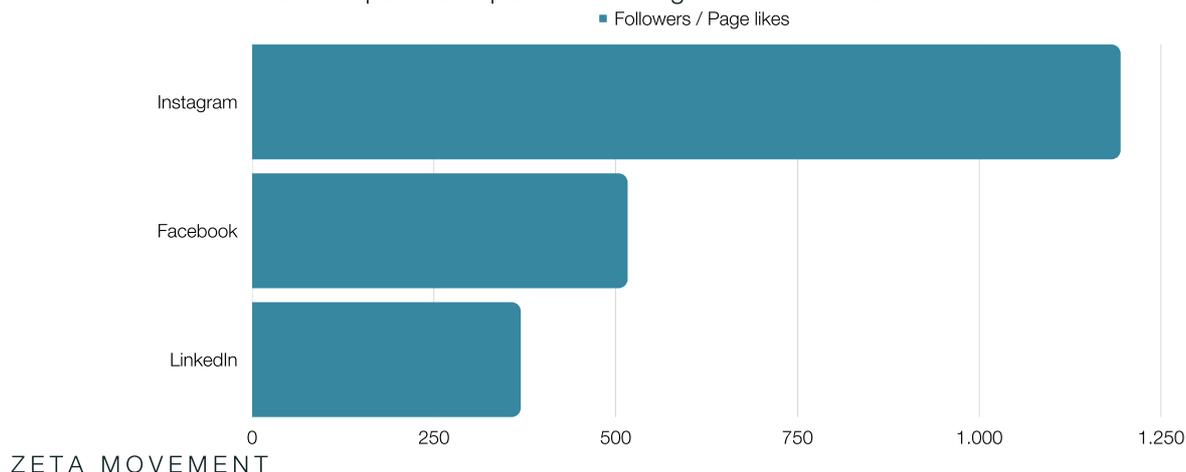


World Radio Switzerland

SOCIAL MEDIA

ZETA Movement is active on Instagram, Facebook and LinkedIn. On Instagram, our posts, which are about upcoming events, announcements or campaigns, are posted in four languages. In our stories we share general affirmation posts that include small motivational quotes, tips and tricks, poems, usually in English, or events and announcements from partner organisations. On LinkedIn, we mainly operate in English and German and share special announcements and planned events. Facebook is not actively used anymore but content that is shared on Instagram and LinkedIn is posted on Facebook as well.

None of our content is paid or sponsored to gain wider reach.



SOCIAL MEDIA CAMPAIGN

In Summer 2022, ZETA Movement partnered with Pro Juventute for a TikTok Campaign. Three ambassadors of ZETA Movement shared their story in short TikTok Videos to reach a young audience and to destigmatize mental health problems and raise awareness on the topic. The ambassadors all chose their own setup, music and text and Pro Juventute edited the video and uploaded them on their successful TikTok profile. The videos were posted in August und September 2022 and already in October 2022 all videos combined had more than 700'000 views from 100'000 individual profiles. Until 2023, the videos were able to create even more traffic. ZETA Movement is extremely proud to have been able to partner with such a big organisation and to reach so many young people with the videos.

Apart from the videos, the ambassadors wrote short texts for the webpage of Pro Juventute that offers information for parents. Specifically, the videos and texts were on the topic of depression, overthinking, self-harm, and eating disorders.

The videos and texts are linked on our [webpage](#).

BLOG

ZETA Movement active members, ambassadors and board members started to write a blog on the website to share scientific texts, essays, poems and more.

Find the blog on our [webpage](#).

SCIENTIFIC EVIDENCE

Peer-to-peer, storytelling and other concepts are the foundation of our work. ZETA Movement decided last year to dedicate a specific site on our webpage to showcase the current scientific evidence on our work. First of all, youth is a time of change and during this period, young people are more prevalent for mental health problems. This was accelerated by the Covid-19 pandemic and the lack of possibilities on social interaction.

ZETA Movement decided to focus on peer-based storytelling as a personal story is the most convincing and most appealing way to convey information. In addition, role models are important to destigmatize issues as mental health problems are often portrayed as negative in movies, books and TV-series. Our ambassadors act as a rolemodel, a mentor during their visits and are able to connect with young people.

More information on our [webpage](#).

PRIX JEUNESSE

OUR EFFORTS ARE HONOURED

The Prix Jeunesse is awarded annually by the Federal Youth Session to a person or an organisation that has shown particular commitment and dedication to the concerns of young people. Each year, the Youth Session nominates three candidates or organisations to win the challenge trophy - the "Youth Veto Bell" with the prize winners engraved on the base. The winner is chosen in plenary session at the Youth Session.

In 2022, three associations were nominated for the Prix Jeunesse. Namely, ZETA Movement, Wir Lernen Weiter and an association dedicated to writing and sharing written stories. During the plenum, all associations were asked to shortly answer some questions on their association's work. However, all participants of the Youth Session already learnt about the associations nominated for the prize during the debates and sessions in the first two days. After the presentation, all members of the Youth Sessions were asked to vote and ZETA Movement was declared as winner of the Prix Jeunesse! It is an honor for us to be the recipient of this prize and being chosen by our audience, young people, as the association they want to receive the Prix Jeunesse.

Additional information as well as the news report by SRF on the Prix Jeunesse can be found on our [webpage](#).



FINANCES

2022 FINANCIAL REPORT

FINANCES@ZETAMOVEMENT.COM

FINANCIAL REPORT 2022

PROMISING FUTURE GROWTH

Throughout 2022, ZETA Movement has successfully implemented a range of programs and collaborations with the aim to positively impact the society, especially the young generation. Our awareness campaign has reached a lot of young people in Switzerland, expanding beyond regional and linguistic borders. The support of our members' community together with the incredible work of our ambassadors and the essential resource of our professionals and the advisory board, we have been able to expand our reach and impact. Thanks to the generous contributions of private and public donors as well as the precious collaboration with many important organisations, we strengthen our presence on the field, ensuring continuity to our projects and establishing an alliance to destigmatise mental health. Our efforts for the young generation have been proudly crowned by the Youth Session with Prix Jeunesse 2022.

All this has increased the image of professionalism that the association conveys to the outside world and has been an important milestone in the development of relationships in the reality.

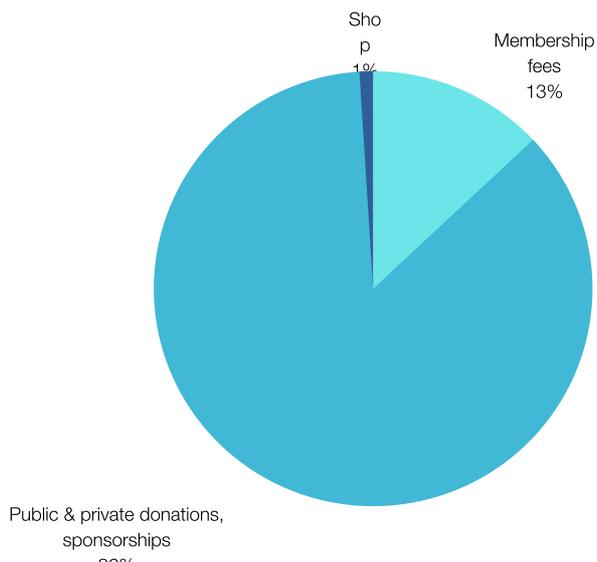
We remain committed to our mission of raising awareness on mental health and support the society in this important transition towards breaking the cycle of stigma and silence related to mental health issues in Switzerland. As we look ahead towards new challenges, we remain committed to our agenda and accordingly invest our resources in ensuring sustainable growth in the long run and a safe environment for our community to expand.

Thank you for your unwavering support!

2022 FINANCIAL REVIEW

As another fiscal year has come to an end, it is important to reflect on the financial performance of ZETA Movement, reviewing the achievements and identifying areas of improvement. Despite the aftermath of the challenges brought about by the pandemic, ZETA Movement closes 2022 with a profit of CHF 2543,58. We are very proud to announce that we made some big strides in our financial stability and sustainability and we are committed to continue promoting mental health across Switzerland.

REVENUES



The membership fees have contributed to the 13% of the 2022 revenue. This is a relatively small amount compared to other revenue streams, but it still shows that there is a growing community of members supporting our work and therefore participating in the ultimate goal to raise mental health awareness in Switzerland. ZETA Movement is very grateful and proud to have garnered support from the people.

Public and private donations as well as sponsorships covered the 86% of the revenue, being the most solid contribution last year. This is a positive sign, as it indicates that ZETA Movement benefits from a substantial support and its fundraising efforts result effective. This generous backup is a solid base that enables the organization of short-term activities and events, while helping to develop long-term projects. At the same time, sponsorships still resulted successful, showing that the capacity of ZETA Movement to attract supporters, to maintain these relationships and to guarantee secure funding from partners interested in mental health.

Net shop sales increased compared to 2021, but still generated only 1% of the revenue, underlying that the sale is not a priority of the association. However, having a shop can provide a platform to promote mental health awareness and sell items that support mental health in the everyday life. Overall, it can be a valuable asset, contributing to the sustainability and impact of the association. Moreover, it is still important for ZETA Movement to diversify its revenue streams. The shop could surely be expanded in the future with new merchandise.

Overall, ZETA Movement has generated a healthy revenue for 2022, with a mix of different revenue streams. The association's ability to attract donors and sponsors indicates that its mission is well-regarded by the community, and this bodes well for its long-term sustainability. Over the past year, the financial support has been stable and positive, reflecting the commitment of donors, partners, and privates to sustain the promotion of mental health in the society. The steady growth of the association's revenue over the past year has enabled us to continue developing and promoting our projects among the young generation in Switzerland. ZETA Movement is deeply grateful for the support and trust that its supporters have placed in the projects and we are committed to continue to being transparent and accountable in our financial reporting.

EXPENSES

In 2022, the expenses of ZETA Movement did primarily focus on programs and initiatives aimed at raising awareness about mental health and promoting mental health among young people in Switzerland.

The Ambassadors' Program covered the largest part of the costs for 2022, namely almost 38.5%. While it is the biggest expense of the association, this program is considered as the most important investment of ZETA Movement because it aims at reaching young people all over Switzerland and raising awareness through the experience of ambassadors acting as role models and advocating the importance of dialoguing about the topic to finally destigmatise it. This program is a critical part of our mission, and the expense is always well worth it to achieve our main goal of mental health awareness among the young generation.

Marketing (including gadgets, shipments, and goodie bags for ambassadors) represents 23% of the expenses. These expenses were crucial to promoting our activities in the society. Overall, the marketing efforts were effective in generating interest and support for the association's mission.

The board's activities have played a significant role in achieving our goals. It is important to note that the allocation for board expenses, which represents 17% of the budget, is a necessary investment in our association's growth and impact. By prioritizing networking, travel, and other related expenses, we have been able to establish strong partnerships, advocate effectively, be present in the society and advance mental health awareness initiatives. The return on investment in terms of funding opportunities, partnerships, and increased community impact far outweighs the associated costs.

Events were responsible for 5% of the expenses. While online events help reduce costs, the association recognizes the importance of face-to-face interactions and therefore plans to invest in more in-person activities in the coming year to get the growing precious community together.

On a side note, Bank and Admin expenses accounted for almost 6.5%, including tax exemption costs and, therefore, our status as a non-profit organization. These expenses were necessary for the smooth running of the association's operations and for ensuring compliance with tax regulations and maintaining the non-profit status of ZETA Movement.

Web and Domain as well as software licences expenses increased a little, being just a little more than 4%. These expenses were necessary for the efficient management of the association's finances (supported by the accounting management tool Banana Buchhaltung+) and online presentation on the web page, ensuring accuracy in reporting our activities and voluntary work to followers and stating our position outwards.

Finally, General Assembly expenses almost reached 6%. These expenses were essential for maintaining transparency and accountability within the association and ensuring that all members had a voice in the decision-making processes.

Overall, ZETA Movement focused on programs and initiatives that aligned with its well-known goals. While some expenses were necessary for administrative and compliance purposes, the great majority of the expenses were targeted towards the mission of promoting mental health

BALANCE SHEET 2022

BALANCE SHEET 2022

in CHF

	01.01.22	31.12.22
ASSETS		
Current Assets		
1020 Bank account (incl Post)	21'671.27	27'039.95
1200 Stock		895.00
10 Current Assets	21'671.27	27'934.95
1 TOTAL ASSETS	21'671.27	27'934.95
LIABILITIES		
Short-term third party capital		
2300 Deferred income		-720.00
20 Short-term third party capital		-720.00
Long-term third party capital		
2600 Provisions		-3'000.00
24 Long-term third party capital		-3'000.00
Equity Capital		
2850 Capital of Association	-21'671.27	-21'671.27
289 Profit or Loss		-2'543.68
28 Equity Capital	-21'671.27	-24'214.95
2 TOTAL LIABILITIES	-21'671.27	-27'934.95

FINAL REMARKS

Thanks to the combined support of private and public donors, as well as the whole community, our assets have experienced substantial growth, increasing by over CHF 6'000. As a result of this asset growth and the strategic investments in our merchandise stock with items serving both as a way to support and thank our dedicated community and ambassadors for their valuable work, our financial management has achieved a stable position that exceeds initial expectations. This stability provides a solid foundation for our association's continued operations and enables us to further advance our mission of promoting mental health awareness.

The short-term third-party capital has witnessed a small decrease due to effective financial management practices. All invoices for 2022 have been settled, ensuring a healthy financial position for the association. Additionally, donations received and membership fees paid in December 2022 have been appropriately registered as deferred income, earmarked for the year 2023. These measures reflect ZETA Movement's commitment to prudent financial planning and sustainability, ensuring that resources are allocated effectively to support the association's mission.

The financial year concludes with a notable positive result of CHF 2'543.68, demonstrating our organization's effective financial management and highlighting our active engagement in fundraising efforts and the valuable support of the private and public community. This profit provides us with the resources and momentum to continue advancing our mission of promoting mental health awareness through the ambassadors' program and other strategic initiatives. We remain dedicated to responsible financial stewardship, ensuring that our funds are utilized efficiently to maximize our impact and achieve our mental health awareness goals.

PROFIT AND LOSS STATEMENT IN CHF

PROFIT & LOSS STATEMENT

INCOME

Membership contributions		
3000	Membership contributions	-1'930.00
	Membership contributions	-1'930.00
Funding received		
3100	Private donations	-4'758.75
3120	Public sector Donations / Subsidies	-2'670.00
310	Funding received	-7'428.75
Proceeds from activities and services		
3300	Revenues from sales of goods and materials	-225.00
3310	Proceeds from services	-700.00
330	Proceeds from activities and services	-925.00
Other revenues		
3600	Marketing, advertising and sponsorship income	-500.00
360	Other revenues	-500.00
3 TOTAL INCOME		-10'783.75

EXPENSES

Expenses for activities and services

4000	Goods and materials	-73.48
4500	Services to the benefit of the association (such as team expenses for active men, ladies, juniors)	4'609.95
4	Expenses for activities and services	4'536.47

Other administrative expenses

6200	Vehicle and transport costs	1'440.60
6500	Office supplies, printing material, photocopies, specialist literature	228.60
6510	Telephone, Internet, Post	369.15
6530	Secretarial, accounting and auditing expenses	69.00
6540	Expenditure, compensation and expenses Board and organs	396.10
6541	Expenses General Assembly	375.20
6542	Expenses Board Meeting	183.35
6600	Advertising and marketing effort	329.10
6660	Contributions, donations, gifts	236.65
6	Other administrative expenses	3'627.75

Financial costs and revenue

6940	Expenses and fees	75.85
69	Financial costs and revenue	75.85

4 5 6 TOTAL EXPENSES		8'240.07
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2	Loss(+) Profit(-) from Profit & Loss Statement	-2'543.68
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SUSTAINABILITY

FORGING A PATH TOWARDS A RESILIENT FUTURE ALONG THE
SUSTAINABLE DEVELOPMENT GOALS (SDGS)

INFO@ZETAMOVEMENT.COM

ENVIRONMENTAL SUSTAINABILITY

All our members and ambassadors are required to sign a Code of Conduct (CoC) when joining the association. The CoC includes elements that are linked both to social and environmental sustainability. One commits to contribute in keeping the ecological impact of the association low and to respect zero discrimination and zero violence policies. The association does not tolerate any form of discrimination such as, but not limited to, racism, xenophobia and homophobia. Members are also required to refrain from any kind of discrimination on the basis of origin, race, gender, sexuality and physical or psychological impairment. No one may be injured in his or her integrity and in this framework we clearly distance ourselves from sexism and sexual harassment.

SOCIAL SUSTAINABILITY

All volunteers working for ZETA Movement are asked to commit to reduce their environmental impact by, among others, using public transports whenever possible.

The products sold on our store are made of 100% biological cotton, printed in Switzerland or Germany by firms that ensure that fair wages were paid throughout the supply chain. Our pens are entirely made of recycled material.

SUSTAINABLE CONDUCT

ZETA Movement promotes inclusive policies, in particular it develops its projects around the people directly affected by mental health issues, therefore empowering them, highlighting the importance of their involvement in society and reducing prejudices around mental health issues and the consequent marginalisation of affected people. Furthermore, we established partnerships with private, public and institutional actors working in the field of mental health and beyond to create a solid network working towards inclusion.

SDG - TARGET 3.4

By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

The ZETA Movement takes a holistic approach to prioritize mental health and well-being, making substantial contributions towards the attainment of SDG 3. By adopting a 360° perspective, the association promotes preventive measures rooted in peer-to-peer mental health education. Drawing on scientific evidence, ZETA Movement equips young individuals with invaluable tools, empowering them to navigate their own challenges and provide support to others, while sharing inspiring stories of resilience. Through these efforts, ZETA Movement plays a vital role in fostering mental well-being and paving the way for a healthier future.

SDG - TARGET 4.7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

Through its diverse activities and projects, the association actively fosters education across multiple channels. Notably, social media serves as a targeted platform for sharing both formal and informal insights on sustainable lifestyles and well-being. To amplify its educational efforts, ZETA Movement organizes training workshops for ambassadors and conferences led by mental health experts. Additionally, strategic partnerships, such as the collaboration with Pro Mente Sana, play a pivotal role in promoting sustainable development through the encouragement and facilitation of educational initiatives and training programs in the realm of mental health (discount on ensa course).

SDG - TARGET 5.5

Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

ZETA Movement actively advocates for women's involvement in decision-making positions, with all board members currently being female. Women also comprise over 90% of the association's active ambassador force, highlighting their significant presence and contributions. However, recognizing the disproportionate impact of mental health stigma on men, ZETA Movement is dedicated to fostering male participation in its projects and future endeavors, ensuring inclusivity and diversity within the association.

SDG - TARGET 10.2 & 10.3

Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Target 10.3: Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

With a keen focus on SDG 10, ZETA Movement actively prioritizes the involvement and engagement of individuals affected by mental health challenges, aiming to create a society that embraces inclusivity and diminishes discrimination. Operating across multiple fronts, the association utilizes diverse communication channels, including social and mass media, to raise awareness and sensitize the public about mental health. Furthermore, ZETA Movement collaborates with public institutions, working hand in hand to develop inclusive policies and projects that empower individuals directly impacted by mental health issues. By fostering their participation, ZETA Movement emphasizes the significance of their integration into society while combating the stigma and marginalization associated with mental health.

SDG - TARGET 17.17

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

ZETA Movement exemplifies the power of partnerships in promoting sustainable development by actively engaging in networking activities and participating in diverse contexts. Through collaborative efforts, the association forges alliances with political institutions, private firms, and NGOs, fostering a collective approach towards achieving sustainable goals. This virtuous example of partnership highlights the importance of cross-sector collaboration in driving impactful change and advancing sustainable development on multiple fronts.

A WHOLESOME APPROACH

This year ended with an example of sustainable practice that touches on multiple SDGs. The association's active members prepared and designed uplifting and profound quotes, which were then sent to all members and supporters at Christmas in the form of postcards. The postcard format also encouraged recipients to share the quotes with friends and colleagues in the future, prolonging the impact of the quotes. Finally, this has been a tangible sign of prevention and wellbeing promotion through a physical object to differentiate from storytelling.

OUTLOOK 2023

OPPORTUNITIES

In 2023, ZETA Movement is presented with numerous prospects. Our organization has gained significant recognition, actively engaged in various endeavors, and witnessed a rise in the number of ambassador visits. Furthermore, we have the potential to strengthen our community.

The primary objective of ZETA Movement revolves around eradicating societal stigma surrounding mental health and establishing a supportive environment that encourages open conversations, particularly among young individuals. By introducing a new board position that focuses on community affairs, we can expand our initiatives and offer a wider range of formal and informal events, fostering a resilient community united by a common purpose.

Apart from this change, two board positions are now responsible for the ambassador program. This ensures an active cooperation between the two positions as well as a division of labour in view of the diverse and many requests for ambassador visits.

Joining the SAJV early 2023 has already opened up thrilling avenues for ZETA Movement to enhance its visibility on a national scale. More on this will follow in the Annual Report

CHALLENGES

In spite of the numerous opportunities, ZETA Movement encounters certain obstacles. The foremost challenge is the growing disparity between the demand and supply of ambassador visits and ambassadors, respectively. While we persist in recruiting new ambassadors, the combination of the Covid-19 pandemic and the increasing openness surrounding mental health amplifies the demand for ambassador visits at a faster rate than our ability to recruit new ambassadors. Additionally, being an ambassador demands a significant amount of time from our volunteers. It is understandable that not all ambassadors can accommodate visits during the week. One possible solution is to increase the number of visits conducted on weekends, targeting youth organizations, sports associations, and similar groups.

Another challenge lies in the voluntary nature of ZETA Movement. Balancing full-time work or studies while managing a growing association poses a challenge for all our board members. In 2023, it is crucial for the ZETA Movement to exercise selectivity in determining which projects should be further pursued. Particularly in the realm of partnerships, ZETA Movement plans to engage in projects where partners contribute equally, ensuring a balanced and mutually beneficial collaboration.



ZETA Movement

Youth For Mental Health Awareness Switzerland

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