

# Annual Report 2024

ZETA Movement



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[www.zetamovement.com](http://www.zetamovement.com)

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# ASSOCIATION'S STATEMENT

ZETA MOVEMENT | 01

ZETA Movement is committed to advancing mental health awareness and advocacy, driven by the strength of our diverse community and collaborative partnerships. In 2024, we focused on building sustainable connections across different language regions, which are crucial for our growth as a volunteer-driven organization. Our ambassadors actively engaged in initiatives like school programs in the Canton of Lucerne and events focused on the impact of social media on youth mental health, showcasing our dedication to education and support.

Financially, ZETA Movement maintained stability despite a modest loss, thanks to strategic resource allocation and the generosity of sponsors like Zurich Insurance AG, whose campaign significantly boosted our revenue. Our efforts on social media, particularly through platforms like Instagram and LinkedIn, expanded our reach and visibility, enabling us to connect with a broader audience.

As we look to the future, we aim to enhance our financial resilience by refining our fundraising strategies and strengthening outreach initiatives. Our commitment to transparency, prudent management, and impactful advocacy remains unwavering. Together with our community, we continue to drive meaningful change, ensuring mental health becomes a priority for all, while fostering a culture of mindfulness and well-being."

This expanded mission statement aims to encapsulate the essence of ZETA Movement's achievements and strategic goals as outlined in the 2024 report.

# OUR VISION

ZETA MOVEMENT | 02

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

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

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.



## 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.

# ABOUT US

## 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.



# OUR BOARD

ZETA MOVEMENT | 04

In 2024, ZETA Movement experienced significant changes in its board composition. We extend our heartfelt gratitude to Robin Anna Vital, Janice Loosli, and Sofia Nicoli for their remarkable dedication and contributions over the years. Their commitment and passion have profoundly impacted our community, and we wish them the best in their future endeavors. We are thrilled to welcome our newly elected board members: Daniela Yordanova, Milena Kräuchi, and Anna Verjans. With diverse backgrounds and extensive experience, they are going to bring fresh, innovative ideas to ZETA Movement, continuing the impactful work achieved over the past five years.

Adopting a non-traditional structure without a Presidency or vice-Presidency has proven highly effective. This agile approach allows each department to operate independently while fostering collaboration when needed. As a volunteer board, this structure facilitates seamless teamwork and accommodates diverse schedules and commitments. As we move into 2025, the board remains dedicated to advancing their respective departments, ensuring ongoing progress and impact.



**EMMA BROGGINI**

Co-Founder  
Ambassador Program Manager



**BARBARA GERMANN**

Community Manager



**MILENA KRÄUCHI**

Ambassador Program Manager



**ANNA VERJANS**

Head of Finances



**DANIELA YORDANOVA**

Head of Communications  
Secretariat

# OUR 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**

Programme Manager at the Canton of Lucerne's Health and Sports Promotion Office.

Since the establishment of ZETA Movement, having reliable professional advisors to provide expertise and support has been paramount for us. We are fortunate to have dedicated advisors who have been supporting ZETA for an extended period, and their continued guidance is invaluable to our mission.



# EVENTS COMMUNITY

EVENTS@ZETAMOVEMENT.COM  
COMMUNITY@ZETAMOVEMENT.COM



## JAN / FEB 2024: SHARING IS CARING ONLINE CHIT-CHAT

ZETA members met up online after work to chat and exchange about their daily lives.



## MARCH / JUNE 2024: EVENT "INFLUENCE OF MEDIA ON THE MENTAL HEALTH OF CHILDREN AND ADOLESCENTS"

We organized an event with an expert on the topic to shed light on the effects of social media on mental health of youth. The booked out event took place in Lucern and hosted members as well as professionals such as teachers and parents.



## JUNE / JULY 2024: PIZZA NIGHT

In the beginning of summer, ZETA members and ambassadors met in Olten as well as Lugano to share nice conversations. The meetings provided a great opportunity to reconnect, reflect, and look ahead to future initiatives.





# EVENTS ZETA DAY

After the success of the first ZETA Day in 2023, ZETA Movement organized a second get-together in 2024.

The goal of this event was not only to bring together our ambassadors, who work towards the same cause but rarely have the opportunity to meet each other across the country, but also to offer them a chance to give back—through exchanging best practices and learning something new.

This year, the input was provided by the association Persönlichkeit in Entwicklung (PiE), who organized a workshop titled “Empower Through Action – Volunteering and Self-Determination.” It was a wonderful opportunity to share the personal motivations that led each member of the association to volunteer for the cause that unites us all. Some interesting, though not surprising, results emerged, highlighting that balancing volunteer work with personal commitments, as well as work or studies, remains one of the greatest challenges for our ambassadors.

After a delightful lunch hosted by Neubad Luzern, the ambassadors took a walk while discussing their work for the association, exchanging tips, and sharing personal stories. Meanwhile, the board held its own reflection workshop, and the two groups came together to work on improving internal processes and to discuss fresh ideas and expectations for the upcoming season of visits.

## *Balance Self-Care and Volunteering*

- prioritize tasks
- reflect regularly
- ensure that volunteering enhances mental health and personal growth
- take time for self-care



# AMBASSADOR PROGRAM

ZETA MOVEMENT | 09

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## AMBASSADOR PROGRAM IN BRIEF

The Ambassador Programme is the heart of ZETA Movement, reflecting the core values of the association and bringing us closer to our vision of a future where mental health stigma no longer exists.

ZETA Movement ambassadors, young people who have lived through mental health challenges and are now on the path to recovery, share their personal stories with other young people. Through this approach, they create connections that help listeners feel less isolated. We all have various roles in our lives – whether as friends, family members, coworkers, teammates, or neighbors – and we experience firsthand, or as witnesses, the impact of mental health challenges. Hearing others' real-life stories lets us step into their shoes, fostering empathy and understanding of different life journeys.

The focus of the Ambassador Programme is on how to seek help, how recovery unfolds, and how a peer-to-peer approach creates space for dialogue rather than top-down teaching. Ambassadors provide a safe environment where vulnerability is embraced, where prejudice is set aside, and where sharing creates closeness.

Moreover, sharing their personal experiences empowers our ambassadors, reinforcing their recovery and helping them reclaim ownership of their own stories.



# AMBASSADOR PROGRAM

ZETA MOVEMENT | 10

## NEW AMBASSADORS AND MORE VISITS

In 2024, ZETA Movement continued to carry out ambassador visits in 10 Swiss cantons.

One training workshop was organized during the year, and the association welcomed 5 new ambassadors to the team (1 Italian-speaking and 4 German-speaking). For the first time, we witnessed firsthand the beautiful cycle of our community, with two Board Members, Janice Loosli and Barbara Germann, who became qualified psychologists while being part of the organization, being able to teach the workshop and thereby continuing to make valuable contributions to the ZETA environment.

The trend observed in 2023, which showed a reduced number of new ambassadors compared to the first two years of activity, continued, and the drop-out rate of ambassadors remained constant. By the end of 2024, the association had 17 active ambassadors and 4 partially active ambassadors.

Since the agreement with the ambassadors includes a clause regarding their wellbeing, which prevents them from carrying out visits during periods of relapse, crisis, or when feeling unwell, the number of active ambassadors fluctuates throughout the year. While the strong motivation of the ambassador team helps fill in most of the gaps when needed, this measure also contributes to creating a safe environment, ensuring the best possible service to the schools and institutions requesting our activities. Additionally, it plays a key role in preserving and protecting the ambassadors' wellbeing.

ZETA Movement is therefore facing considerable challenges in building and maintaining a stable team of ambassadors, especially in light of the increasing number of requests for visits received in recent years.

The association was unable to fulfill all the requests received in 2024 (over 30 were turned down), a trend that is likely to continue in the coming years unless more ambassadors can be recruited.

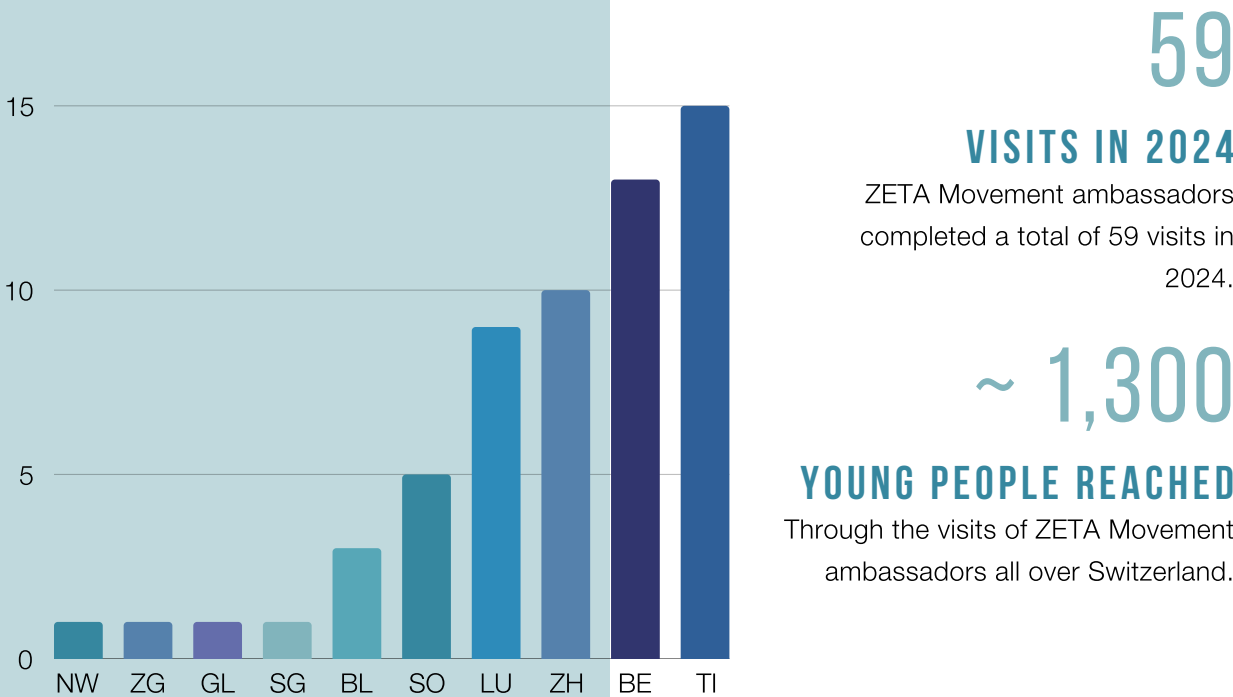
Our dedicated ambassadors openly share experiences related to the following diagnoses: OCD, anxiety, eating disorders, domestic violence trauma, borderline personality disorder, bipolar disorder, depression, burnout, and PTSD.

# AMBASSADOR PROGRAM

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In 2024, ZETA Movement received over 100 engagement requests for its ambassadors. Due to limited resources we were able to complete 63 of them. A total of 59 ambassador visits were carried out, with ambassadors also bringing their experience to 9 additional settings beyond regular school visits. These included workshops for interns at a company, for doctors in a hospital, and events like Museumsnacht. Fewer ambassador visits took place compared to 2023 and for the third consecutive year, an increased number of requests had to be declined due to limited human resources.

ZETA Movement keeps expanding its reach beyond high schools, now offering ambassador visits for apprentices in both school and workplace settings. Given the challenges faced by apprentices, balancing school and work, ambassador visits focused on mental health are especially valuable in supporting them.



While it remains a challenge to sustainably establish ZETA Movement in the French-speaking part of Switzerland, ZETA Movement is committed to fulfil its own claim to be an association present in all regions of Switzerland.



# AMBASSADOR PROGRAM

ZETA MOVEMENT | 12

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## THE POWER OF STORYTELLING

The positive responses we receive from schools, institutions, and students inspire us to continue our work:

“Thank you for being there. All Ambassadors make a great contribution to destigmatisation with their visits and I am grateful that you come to our classes.”

Original: “Danke, dass Du da warst. Alle Ambassadoren steuern mit den Besuchen einen riesen tollen Betrag zur Entstigmatisierung zu und ich bin dankbar, dass ihr zu uns in den Unterricht kommt.”

“It was very exciting and helped me to understand myself a little better and to see that I am not alone. I was diagnosed with PTSD a few months ago and don't know how to share it with others. It was very helpful“

Original: “Es war sehr spannend und hat mir sehr geholfen mich selber etwas besser zu verstehen und zu sehen das ich nicht alleine bin ich habe vor wenigen monate die Diagnose PTBS bekommen und weiss nicht wie ich es anderen mit teilen kann. Es war sehr hilfreich”

“Thank you for sharing honestly and authentically. Keep up the good work! It's great to see how things can go on and on and how life can ‘improve’ a lot. “

Original: “Danke fürs ehrliche und authentische teilen. Weiter so! Stark zu sehen, wie es immer weiter gehen kann und sich das leben auch stark „verbessern“ kann. “

“It's cool that you exist and that more life stories are becoming public.”

Original: “Cool dass es euch gibt und so mehr Lebensgeschichten auch öffentlicher werden.”

“Something that has remained, an experience that impresses”

Original: “Qualcosa che è rimasto, un'esperienza che colpisce

# NETWORKING

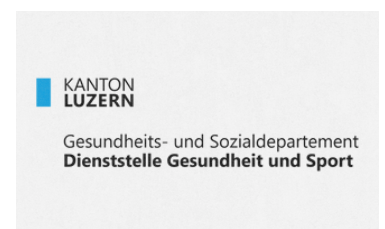
## BUILDING STRONG RELATIONSHIPS

Building sustainable partnerships and fostering long-term cooperation with other associations are key pillars of ZETA Movement's growth. Our goal is to extend our reach and ensure the association's long-term sustainability by forming connections across different language regions. As a small, volunteer-driven organization, these collaborations are especially crucial. However, the strength of our network is not solely measured by the number of partners, consultants, and supporters—it is rooted in the shared intentions that form lasting relationships. By working together across multiple fronts, each party contributes unique skills and resources toward common objectives.

ZETA Movement is surrounded by a diverse array of organizations and individuals, each bringing distinct expertise, content, and structures. This diversity is essential, fostering both personal growth and collaborative innovation. We believe our strength lies in this richness—not just in the personal stories of our Ambassadors but also in the collective initiatives we drive. Embracing diversity creates space for complementary perspectives to thrive.

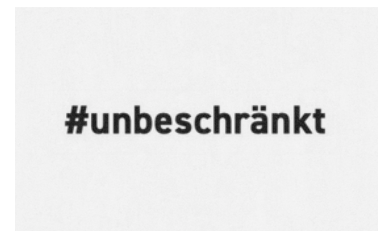
However, we recognize that our limited human resources hinder our ability to proactively and sustainably engage with partners and expand our network.

The following organizations are within our network:



# NETWORKING

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## CORE PARTNERS

We want to highlight our strong collaboration with the following organizations:

Since 2022, ZETA Movement has been an official school program in the Canton of Lucerne. Through an online platform, middle school teachers can access expert-led workshops, conferences, and events on various topics. Additionally, our ambassadors actively participate in events organized by the Lucerne Health Promotion Office, maintaining a close partnership to support and enhance mental health initiatives in the region.

As a joint initiative, internally strongly led by our Community department and financed by a generous donation from the Global Changemakers, ZETA Movement has organized two successful events for teachers, school workers, school psychologists and parents in the Lucerne area. The event focused on “The Influence of Social Media on the Mental Health of Children and Youth.” Dr. Katja Erni, psychologist and family counselor, explored key questions relevant to the audience, such as how social media affects the mental well-being of children and young people, how it can be used in a healthy and balanced way, and what steps parents, teachers, and users can take to mitigate its negative effects. The rise of digitalization and the widespread use of social media have fundamentally transformed our world. For younger generations growing up in this digital landscape, social media presents both challenges and opportunities.

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## SOCIAL MEDIA

ZETA Movement remains active on Instagram, Facebook, and LinkedIn. On Instagram, we share posts in four languages covering upcoming events, announcements, and campaigns. Our stories feature general affirmation content, including motivational quotes, tips, tricks, and poems—mostly in English—along with updates from partner organizations. So far in 2024, we have published 12 posts and reels, in addition to sharing smaller updates and day-to-day content through our stories.

On LinkedIn, we primarily post in English and German, focusing on special announcements and upcoming events. This year, we have shared seven posts, covering both past and future events as well as updates from ZETA. While Facebook is no longer actively maintained, content from Instagram and LinkedIn continues to be shared there.

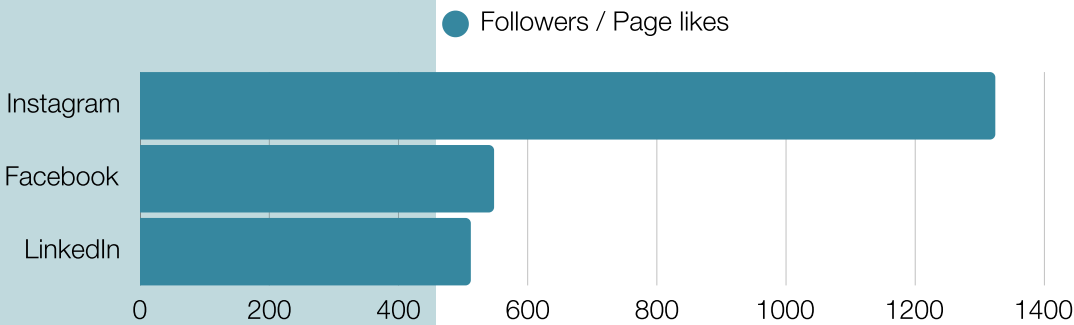
Most of our content is organic, without paid promotions to expand reach. However, for the first time in 2024, we used the ads function to promote our search for new board members. Feedback suggests that the ads effectively increased visibility, particularly among individuals already interested in mental health.

Additionally, in 2024, we created our first reel to support the search for new ambassadors. The footage, recorded in four languages during ZETA Day 2023, features ambassadors delivering the same message to ensure seamless editing. The reel highlights the ambassador program and encourages applications. It reached a broad audience of 2,130 accounts and was viewed 3,515 times. Notably, 76.3% of the reached accounts were not ZETA followers, and four new followers joined after watching the reel.

  
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@ZETAMOVEMENT

  
@ZETA MOVEMENT





## ADVENT CALENDAR

As in previous years, ZETA organized a special holiday campaign during the Christmas season to express gratitude and strengthen connections within our community. This initiative aimed to bring warmth and appreciation to our members, partners, sponsors, and ambassadors. Each recipient received a thoughtfully designed Christmas card, personalized with a handwritten note and accompanied by a tea bag—a small gesture encouraging a quiet moment of reflection and self-care during the busy holiday period. This symbolic gift aligned with ZETA's mission of fostering mental well-being and mindfulness. In total, we sent out 81 Christmas cards, ensuring that everyone who has contributed to ZETA Movement in various ways felt acknowledged and valued.

As in previous years, we also organized a special Advent calendar on Instagram to engage our community and celebrate the holiday season. Every Advent Sunday, we posted a question related to the ZETA Movement, encouraging our followers to test their ZETA knowledge and interact with our content. Questions ranged from key milestones, such as the date of our first ambassador visit, the number of active ambassadors as of December 2024 and to other significant moments in our journey.

To make the giveaway inclusive and accessible to our diverse, multilingual audience, we carefully selected books in German, English, and Italian as prizes. Each week, one lucky participant had the chance to win a book, reinforcing our commitment to fostering knowledge, reflection, and engagement around mental health topics.

The books featured in this year's Advent calendar were:

- Das Kind in dir muss Heimat finden by Stefanie Stahl
- The Outrun by Amy Lipton
- Die Welt im Rücken by Thomas Malle
- Tutto Chiede Salvezza by Daniele Mencarelli (unfortunately no one participated in this



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# FINANCES

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## FINANCIAL NOTE

As another year comes to a close, ZETA Movement reflects on its financial performance, recognizing both successes and areas for strategic improvement. The association concludes its fiscal year 2024 with a reported loss of CHF 4'968.82, a result that incorporates a planned reserve of CHF 2'500 allocated for upcoming projects in 2025.

Despite this temporary financial deficit, ZETA Movement maintains a solid financial position, with close to CHF 40'000 in the bank - an amount that provides more than sufficient resources to successfully execute next year's activities and commitments. The association remains financially stable and well-prepared to sustain its mission. A detailed breakdown of financial allocations is available in the Annex.

Moving forward, ZETA Movement remains committed to financial prudence, strategic resource allocation, and long-term sustainability. The organization recognizes the importance of strengthening revenue streams and optimizing fundraising efforts to ensure continued growth. As such, the board will prioritize enhanced financial planning, diversified funding strategies, and expanded outreach initiatives to maintain and strengthen the association's financial resilience. Upholding the principles of transparency, accountability, and responsible financial management, ZETA Movement reaffirms its commitment to utilizing resources efficiently to maximize impact. The continued engagement of donors, sponsors, and members remains instrumental in sustaining and expanding its efforts in mental health advocacy.

A heartfelt thank you!

ZETA Movement extends its sincere appreciation to all sponsors, partners, members, and donors for their invaluable support and trust! Their continued commitment enables the organization to advance its mission, foster meaningful change, and further its impact in the field of mental health awareness.

# FINANCES

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## EXPENSES

In 2024, ZETA Movement continued to strategically allocate its financial resources to initiatives that drive its mission of mental health advocacy while ensuring financial sustainability and operational efficiency.

The Ambassadors' Program accounted for 35% of total expenses, reaffirming its fundamental role in advancing mental health advocacy. While still representing a significant portion of costs, the program incurred fewer expenses than anticipated. A lower number of activities, reduced marketing and management costs due to fewer new ambassadors, and a decrease in reimbursement requests all contributed to a more efficient use of resources. Despite this, the program remained at the heart of ZETA Movement's mission, strengthening direct engagement and advocacy.

Communication and Marketing made up 42% of expenditures, reflecting the importance of outreach and visibility. A key focus this year was the planned restock of promotional materials, including t-shirts and tote bags, ensuring continued brand recognition and engagement. Additionally, financial resources were dedicated to social media campaigns, corporate communication, external collaborations, and website hosting, all of which played a crucial role in expanding ZETA Movement's reach and maintaining an active presence across multiple platforms.

# FINANCES

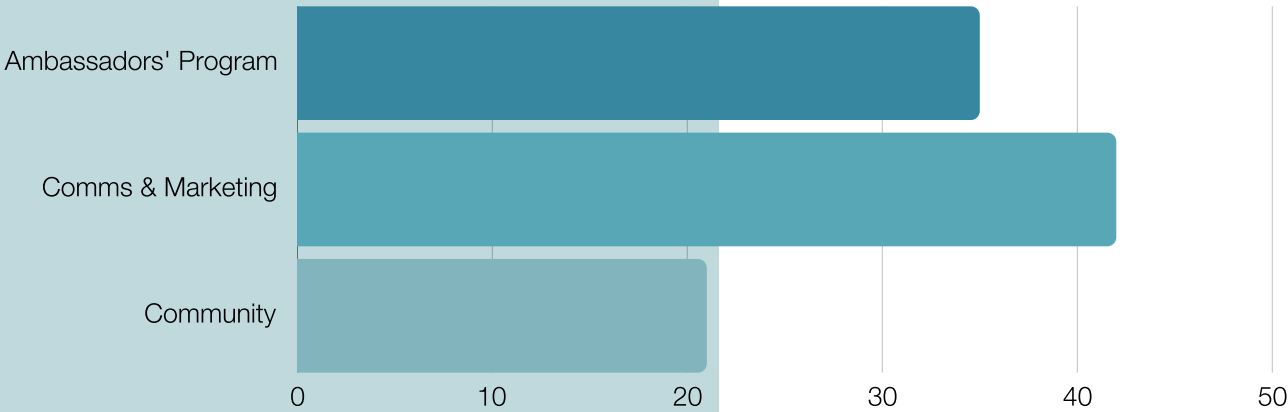
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## EXPENSES

The Community category accounted for 21% of total expenditures, supporting activities that foster engagement and strengthen connections within the organization. The General Assembly, seasonal events, and initiatives to bring members together remained key priorities. While some adjustments were made, such as consolidating certain activities under different budget categories and the cancellation of one planned event, the overall investment in community-building remained substantial. The association also benefited from financial efficiencies, as external grants covered certain costs initially anticipated in the internal budget.

Finally, financial administration costs remained minimal, with 1% allocated to account maintenance, ensuring the smooth operation of ZETA Movement’s financial services.

Overall, the 2024 financial strategy reflected a balance between planned investments and adaptability. ZETA Movement continues to prioritize mission-driven expenditures, directing the majority of resources toward advocacy efforts and community initiatives. The association remains committed to prudent financial management, ensuring that operational expenses are optimized while maximizing impact across all initiatives.





# FINANCES

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## REVENUES

In 2024, ZETA Movement continued to diversify its revenue streams to ensure financial stability while advancing its mission of mental health advocacy.

Donations, solidarity contributions, and sponsorships remained the primary source of funding, accounting for 80% of total revenue. This year, the association surpassed expectations in this area and extends its sincere gratitude to all donors, sponsors, and solidarity contributors whose generosity has been instrumental in sustaining and expanding its initiatives. A special acknowledgment goes to Zurich Insurance AG for its remarkable support through a dedicated donation campaign, which matched and doubled employee contributions to ZETA Movement. This level of engagement underscores the growing recognition of the association's impact and the shared commitment to fostering mental health awareness.

Membership fees represented 18% of total revenue, reflecting an increase from previous years. This positive development highlights the importance of ZETA Movement's ongoing efforts to strengthen member engagement, cultivate a sense of community, and provide meaningful opportunities for involvement in the organization's activities. A heartfelt thank you goes out to our incredible member community, whose unwavering commitment, participation, and belief in our mission continue to be a cornerstone of our success. Your support not only sustains our work but also fuels our motivation to drive meaningful change in mental health advocacy.

A smaller portion of revenue, 2%, was generated from Varia, including VAT adjustments and interest earnings. While not a significant source of income, these financial elements contribute to the association's overall fiscal sustainability.

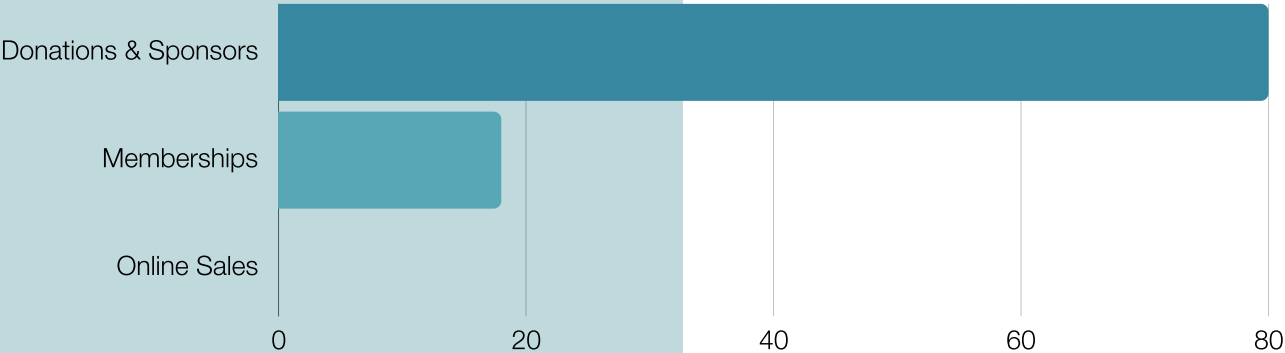
# FINANCES

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## REVENUES

Despite these successes, total revenue for 2024 fell short of initial projections due to two key challenges. Limited outreach capacity constrained efforts to explore new fundraising opportunities and implement targeted initiatives. The funds intended to be raised in 2024 were meant to serve as a protective reserve, strengthening the association’s financial stability and overall sustainability. While ZETA Movement did not reach its fundraising target, this shortfall does not significantly impact its core operations or planned activities. Rather than a major setback, it represents a missed opportunity to reinforce financial security. Additionally, some grant applications and funding efforts fell short of expectations, leading to underperformance in certain revenue streams. Acknowledging the need to address this gap, ZETA Movement remains committed to refining its financial strategy to ensure long-term sustainability. The association will refine its approach by developing a comprehensive and structured fundraising plan, incorporating clear timelines, defined targets, and a diversified portfolio of revenue-generating initiatives, including expanded grant applications and strategic partnerships. Additionally, efforts will be made to increase outreach capacity, with additional resources allocated to pursuing high-impact fundraising initiatives and strengthening engagement with potential donors and institutional partners.

ZETA Movement remains deeply appreciative of the unwavering trust and support it receives from its stakeholders. Looking ahead, the association remains steadfast in its commitment to financial transparency, prudent resource management, and the continued expansion of initiatives that drive meaningful change in mental health advocacy among young people in Switzerland.



# FINANCES

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## CLOSING REMARKS

Reflecting on ZETA Movement's financial performance in 2024, the year concluded with a modest financial loss. While this outcome was not unexpected given the evolving needs of the organization, it reinforces the importance of strategic financial planning to sustain and strengthen ZETA Movement's impact in the years ahead.

As usual, the association will responsibly manage its resources, ensuring that all funds are directed toward initiatives that align with its core objectives. With the 2025 budget already approved by the General Assembly, the association is moving forward with a clear financial strategy designed to maximize impact and ensure long-term sustainability.

In 2025, the Ambassadors' Program will continue to be the largest area of investment, reaffirming its pivotal role in raising awareness and driving change. This commitment remains paramount, as ZETA Movement strives to sustain and amplify the program's profound impact on youth engagement and mental health advocacy. Additionally, more resources will be allocated to community-building efforts, a reflection of ZETA Movement's dedication to strengthening societal connections. This shift acknowledges two key priorities: first, giving back to the incredible community that has shown unwavering support, and second, expanding outreach to create new opportunities for dialogue, engagement, and collective action.

To ensure the financial requirements outlined for 2025 are met, the association aims to secure CHF 2'500 through targeted fundraising initiatives. While this goal is modest, it represents an important step toward balancing financial needs and enhancing financial resilience in the years ahead.

As ZETA Movement looks to the future, it remains committed to financial transparency, responsible fund allocation, and the continued pursuit of its mission. With the trust and support of its community, the organization is confident that 2025 will be a year of growth, impact, and strengthened connections in the movement to make mental health a priority for all.

"Together, we have the power to create change. Together, we continue making a difference."

# FINANCES ANNEX

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## PROFIT & LOSS STATEMENT

### INCOME

<b>Membership contributions</b>	
3000 Membership contributions	-993,25
<b>300 Membership contributions</b>	<b>-993,25</b>
<b>Funding received</b>	
3100 Private donations	-1.096,28
3120 Public sector Donations / Subsidies	-690,00
3130 Revenue from collection campaigns	-2.836,75
<b>310 Funding received</b>	<b>-4.623,03</b>
<b>Other revenues</b>	
3600 Marketing, advertising and sponsorship income	108,10
3610 Income from own properties	
3620 Other Income	-34,55
<b>360 Other revenues</b>	<b>73,55</b>
<b>3 TOTAL INCOME</b>	<b>-5.542,73</b>

### EXPENSES

<b>Expenses for activities and services</b>	
4000 Goods and materials	-998,87
4500 Services to the benefit of the association	7.666,42
<b>4 Expenses for activities and services</b>	<b>6.667,55</b>
<b>Other administrative expenses</b>	
6200 Transport and meals costs	675,50
6510 Post communication	225,30
6530 Secretarial, accounting and auditing expenses	1.133,80
6540 Expenditure, compensation and expenses board	405,34
6541 Expenses General Assembly	484,20
6600 Advertising and marketing effort	177,44
6660 Contributions, donations, gifts	667,42
<b>6 Other administrative expenses</b>	<b>3.769,00</b>
<b>Financial costs and revenue</b>	
6940 Expenses and fees	75,00
<b>69 Financial costs and revenue</b>	<b>75,00</b>

<b>4 5 6 TOTAL EXPENSES</b>	<b>10.511,55</b>
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<b>2 Loss (+) Profit(-) from Profit and Loss Statement</b>	<b>4.968,82</b>
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# FINANCES ANNEX

FINANCE@ZETAMOVEMENT.COM

BALANCE SHEET 2024		
in CHF		
	01.01.2024	31.12.2024
ASSETS		
Current Assets		
1020 Bank account (incl Post)	43.273,50	38.869,68
1200 Stock		1.935,00
10 Current Assets	43.273,50	40.804,68
1 TOTAL ASSETS	43.273,50	40.804,68
LIABILITIES		
Short-term third party capital		
2300 Deferred income		-2.500,00
20 Short-term third party capital		-2.500,00
Equity Capital		
2850 Capital of Association	43.273,50	43.273,50
289 Loss(+) or Profit(-)		4.968,82
28 Equity Capital	48.242,32	48.242,32
2 TOTAL LIABILITIES	43.273,50	45.742,32

# SECURITY

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## BITWARDEN

In an era where data sensitivity, anonymity and protection are paramount, safeguarding the integrity of information has become a cornerstone of organizational responsibility. As custodians of data entrusted to us, ZETA Movement recognizes the critical importance of maintaining the highest standards of security and confidentiality. With the proliferation of cyber threats and the increasing prevalence of data breaches, ensuring anonymity and privacy emerged as a non-negotiable imperative. In alignment with our steadfast commitment to data protection and ethical governance, the association is proud to have been introducing Bitwarden, a robust password manager, as a proactive measure to fortify security infrastructure and uphold fundamental principles.

Recognizing the critical role of secure data management in maintaining the trust and confidence of our stakeholders, we have taken decisive action to enhance our security infrastructure. Bitwarden provides us with a comprehensive solution for the ZETA Movement team to securely store, share, and manage passwords, thereby minimizing the risk of unauthorized access and data breaches. The decision to implement this tool reflects an unwavering commitment to proactive risk management and dedication to upholding the highest standards of security and governance. Through this initiative, the association reinforces its position as a responsible steward of sensitive information and demonstrates the ongoing commitment to prioritizing the protection of privacy and confidentiality while investing in its security system.



## ENVIRONMENTAL 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

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

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.

## SUSTAINABLE DEVELOPMENT GOALS

The ZETA Movement adopts a holistic approach to enhance mental health and well-being, aligning with the SDGs through comprehensive peer-to-peer education and empowerment. It utilizes multiple channels, including social media and expert-led workshops, to spread knowledge and skills concerning sustainable mental health practices. The organization champions inclusivity by advocating for significant female leadership while striving to involve more men to combat mental health stigma. In addition, it focuses on aiming to diminish discrimination by engaging those directly impacted by mental health issues and developing inclusive policies with public institutions. Through strategic partnerships with various sectors, ZETA Movement exemplifies the power of collaboration in promoting sustainable development.

# OUTLOOK 2025

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## AMBASSADORS

In 2025, we aim to train new ambassadors and ensure that the ambassador team has more opportunities to meet, share experiences, and exchange best practices – especially during a third edition of ZETA Day. Additionally, we plan to expand our network by reaching out to new schools. While we are well aware that the number of visits we can carry out is not entirely within our control – being a variable influenced by each ambassador's well-being and personal circumstances – we remain committed to maintaining a stable number of visits across various cantons and settings.

## COMMUNITY

In order to further strengthen the ZETA Movement community, the Ambassadors and members were consulted at the end of 2024 about what kind of events they would like to attend. The message was: Keep it simple. Instead of inputs and excursions, members want more events in cosy get-togethers over dinner to get to know each other better and exchange ideas.

## COMMUNICATION

We will continue to actively spread the message of the ZETA Movement across all social media channels by sharing impactful stories, awareness campaigns, and engaging content to reach a wider audience. Additionally, it will also continue to utilize newsletters to provide regular updates on important events, initiatives, and mental health resources, ensuring continuous engagement with the community.

## FINANCE

To ensure the long-term sustainability of our activities, Zeta Movement Finance will continue to allocate its resources carefully and cost-effectively. Simultaneously, we will explore additional funding opportunities to maintain seamless operations. Lastly, we aim to strengthen merchandise sales as a key revenue stream to further secure our financial stability.