

Annual Report 2022



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Embarking on a new working era



The world of work is undergoing a fundamental transformation influenced by digitalisation and the changes brought about by the pandemic. Flexible work models are becoming more important, while income levels and status seem less relevant. Values such as meaningfulness, creative opportunities and the work-life balance are increasingly important.

Companies are facing major challenges due to the increasing shortage of skilled workers. This is opening up new opportunities on the labour market. For example, according to a white paper by HR Today, a noticeable increase in interest is evident in mothers who have been away from work for more than 10 years and job seekers over the age of 60 are also becoming more appealing as employees.

Companies must also remain attractive and competitive on the labour market in their struggle to secure the brightest talents. The key concept is the "Employer Value Proposition". Companies must clearly show what added value they offer employees. Well-being factors, such as modern work models, the meaningfulness of work, a strong team culture and flexible working hours are at the top of the list.

Membership of profawo fits neatly into this list. Work-life balancers or work-life blenders, it's all the same for profawo. Our services can be flexibly adapted to differing needs and are ideally tailored to the requirements of our corporate members' employees.

On behalf of the profawo Committee I would like to thank our members and our parents for their trust and support. I would especially like to thank our staff, who do an extraordinary job every day.



*Andreas Sturm
Committee, profawo Schweiz*

Well-being factors as an important means of attracting and retaining skilled workers – for many, work-life balance is a top priority

A conversation with our managing directors

Sandra Gurtner-Oesch (SG): The shortage of skilled workers is attracting more and more mothers back to work and fathers too are choosing companies that allow them to have a “balanced” family life. Our “kids & co” advisors are reporting back from their individual consultations that for parents-to-be, women returning to work as well as for many expats, the work-life balance is crucial and they are willing to choose or adapt their jobs accordingly. It is also important for them to have good, stable and reliable childcare solutions. Besides this, they also need childcare solutions during the school holidays or in case of short-term gaps in childcare.

“Parents and children need good childcare solutions. They need fixed stable structures on the one hand, and flexible short-term solutions on the other.”

Cornelia Peltenburg (CP): That’s exactly what I see. Parents have different needs depending on the ages of the children and individual childcare options. Some people can’t get to work early in the morning because it takes a long time to travel to the day care centre and from there to their company; others want it the other way round, to be there for their children after school and help them with their homework. Some parents may prefer to work only 70%, of the time but spread over five days, others like to work 100%, working again in the evening when the children are asleep. An important employer value proposition for parents is to maximise their freedom to choose their own working model. It soon becomes clear that these working models also require flexibility on all sides. Employees at our member companies greatly appreciate our emergency nanny web app, which they can access 24 hours a day, 365 days a year, to schedule emergency nannies for short-term assignments. This means care takes place in the familiar environment at home and there is no need to travel.

“A high degree of autonomy in determining the work model is a central well-being factor for everyone who provides care work.”

SG: Parents are not the only ones for whom the balance between family demands and the workplace is crucial. More and more professionals are taking on care work for older family members and demographic developments clearly show that these numbers will increase in the coming years. As this kind of care work is often emotionally challenging, people contact our "care & co" counsellors. On the one hand, they provide support on a personal level in dealing with the situation emotionally and on the other, they point out possible solutions which can be implemented in the short and long term and which relieve the burden so that the work-life balance continues to function satisfactorily for everyone.

"Individual tailor-made guidance and support are essential for all challenges in caring for people."

CP: profawo's holistic view of the issue of work-life balance is what makes our services unique. profawo member companies offer their employees support, as well as fixed and flexible solutions in balancing work and family life. Together we find ways that fit each individual situation.

SG: Let's not forget all the employees without specific carer commitments but who still have after-hours activities that are just as important to them. Work-life balance has many faces. Our companies are very good at understanding these different facets and responding to individual needs. Our employees thank us for our flexibility with precisely this same flexibility and a great deal of loyalty.

CP: This is exactly what has given me so much pleasure over the years. Together with our member companies and in line with the needs of employees caring for family members, we have continued to expand and develop our offer and also apply the topic of "work-life balance" ourselves too.



*Sandra Gurtner-Oesch
Managing Director profawo Bern*



*Cornelia Peltenburg
Managing Director profawo Zurich*

profawo – pro family and work

Our primary aim is to help people combine family and working life

As a non-profit organisation, profawo operates day care centres under its own "kids & co" brand and organises care for family members via its "care & co" offering. The "co" in the profawo brand symbolises the proximity to our member companies, i.e. employers. This makes our services unique in Switzerland. profawo has five local offices in Basel, Bern, Geneva, Lausanne and Zurich.

The organisation is financed through the sale of services related to work-life balance but also through its member companies, which aim to provide the best family management support for their employees. Employees of member companies receive numerous discounts and benefit from free services.

The three associations – profawo Bern, profawo Zurich and profawo Schweiz – are run by an integrated honorary committee. The committee is made up of individuals with expertise in a specific field, representatives of member companies or else have excellent political networks, which are becoming increasingly important in the issue of childcare.

Committee members of the profawo associations

- Andreas Sturm, President, phorbis Communication AG Basel
- Christian Bandy, SBB AG, Deputy President, SBB AG
- Margit Aakermann, Rado Swatch Group Ltd. (resigned 31.10.22)
- Simon Dobler, Freelancer, Expert in Accounting and Financial Controlling
- Anita Herren-Brauen, Member of the Cantonal Parliament, Canton Bern
- Barbara Jgushia, Swissuniversities (resigned 31.10.22)
- Nicole Oberholzer, Mittelschul- und Berufsbildungsamt, Canton Zurich
- Susanne Sacco, Credit Suisse AG
- Karin Schmidt, Raiffeisen Schweiz Genossenschaft

Key figures for Switzerland

Member companies	141
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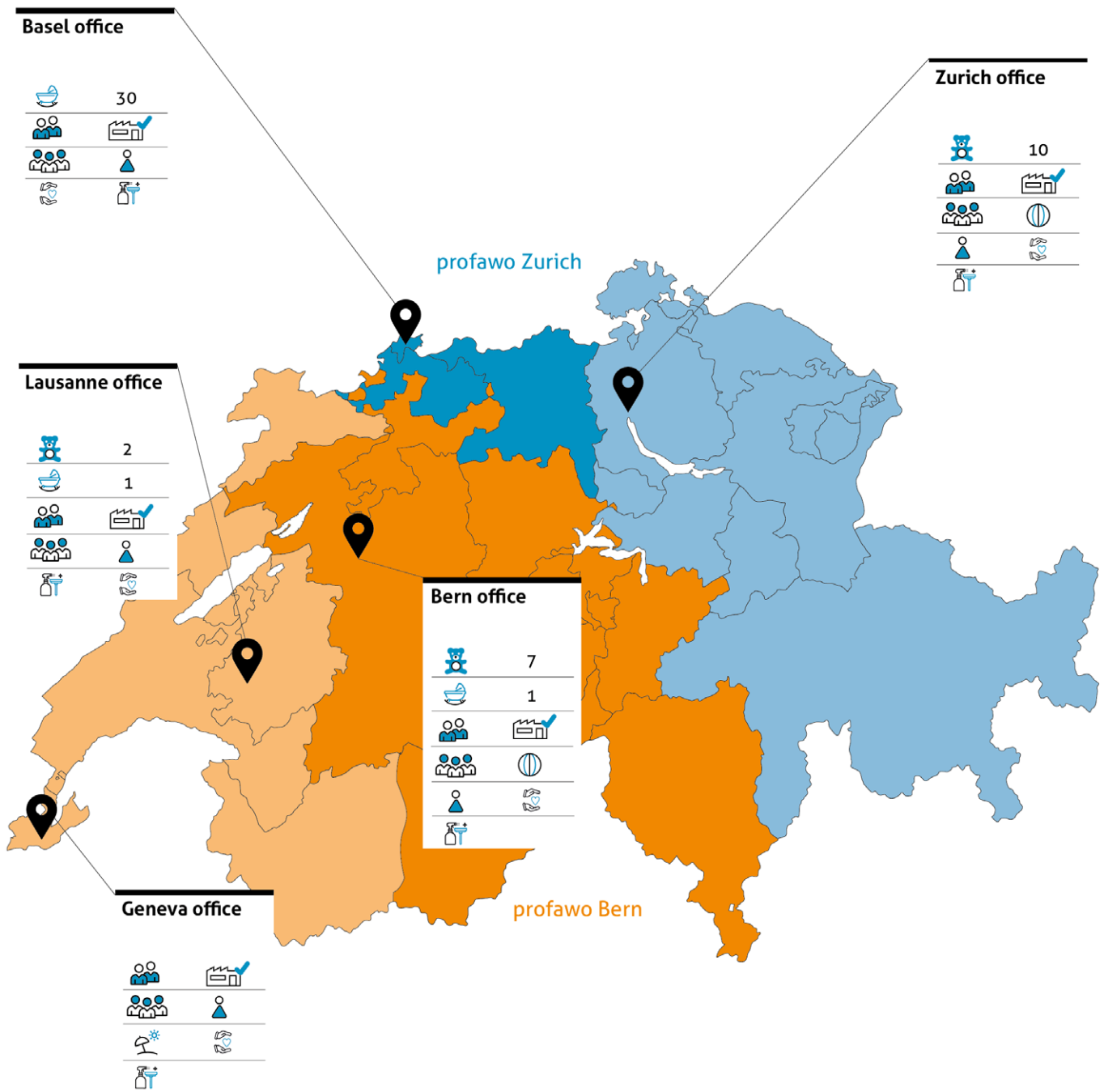
Member company employees	165'009
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Children cared for at kids & co centres	1'209
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profawo employees	298
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of whom trainees (FaBeK qualif.) and interns	106
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As of 31.12.2022



- Consultations for parents (to be)
- Consultations for family members
- Nanny and emergency nanny finder service
- Work-life balance information events
- Number of kids & co day care centres
- kids & co holiday programmes
- Number of partner day care centres
- Holiday programme partnerships
- Emergency/relief support finder service
- Care management

Solid financial foundation

profawo is an expert in work-life balance and is organised into three non-profit associations. Its closeness to member companies, all employers, enables profawo to make further developments in line with the needs of working parents and carers.

profawo Schweiz is a lean umbrella organisation responsible for profawo's national network. It handles shared marketing and educational activities. profawo has a considerable presence in the urban centres of Zurich, Basel, Bern, Lausanne and Geneva. Two regional associations, profawo Zurich and profawo Bern, look after separate parts of Switzerland and generate in-come within their specific regions. profawo is a non-profit organisation. We invest financial surplus in the further expansion of our services to support the combination of family and working life.

For the purposes of this annual report, the income and expenses of the two regional associations are summarised nationally in the "Total" column.

The profawo associations generated income totalling CHF 17.8 million in 2022, an increase of CHF 1.6 million on the previous year. This additional income is due to the good occupancy rate of existing services but is also the result of the constant expansion of services in the regions of Morges and Biel. We are also pleased to report that membership fees increased significantly in the year under review. Employers are increasingly aware of the issue of work-life balance, especially with regard to the shortage of skilled workers. The profawo offer enhances the appeal of employers and is an important part of HR strategies in the struggle to recruit the brightest talent.

Overall, income from guaranteed places is declining, although in French-speaking Switzerland, these continue to make sense and are still being used.

In total, profawo recorded income of CHF 17,832,149, which includes planned public subsidies of CHF 2,204,511 (12 %). These include, on the one hand, start-up financing from the federal government and the cantons for newly created services, but also subsidies provided in the cantons which use subject financing.

Operating expenses rose by more than CHF 0.8 million. The increase is explained in part by moves to expand our capacity and the associated non-recurring capital costs. At the same time, we also faced unbudgeted personnel expenses owing to the many absences due to sick leave.

The financial review makes for pleasant reading and helps us forget the many expenses and personnel bottlenecks experienced in 2022.

In 2022, profawo again succeeded in accumulating further reserves, enabling the association to make investments in additional fields of business. The reserves amount to a total of CHF 1.4 million. Together with the annual profits and reserves, the equity capital amounts to CHF 3.1 million and forms a healthy financial basis which allows profawo to invest in employees and further projects.

profawo invests in work-life balance on behalf of its member companies and offers true family management services – and has done so sustainably for almost 30 years.

profawo – flexible solutions
for combining family and work



Balance sheet

as at 31.12.2021 with prior-year comparison

	Bern		Zürich		Total [*]	
	2022	2021	2022	2021	2022	2021
Assets in CHF 000s						
Cash and cash equivalents	1'136	1'585	2'349	1'340	3'485	2'925
Accounts receivable	303	331	-147	95	156	426
Del credere	-15	-17	-10	-10	-25	-27
Other short-term receivables	49	1	-52	31	-2	32
Current accounts, other profawo org.	376	234	9	20	386	254
Accrued income and prepaid expenses	365	206	29	37	394	243
Current assets	2'215	2'340	2'178	1'514	4'394	3'854
Financial investments	1'029	811	127	127	1'156	937
Property and equipment	0	0	216	239	216	239
Fixed assets	1'029	811	343	366	1'372	1'176
Total assets	3'244	3'151	2'521	1'880	5'765	5'031
Liabilities in CHF 000s	2022	2021	2022	2021	2022	2021
Accounts payable	572	595	471	527	1'043	1'122
Current accounts, other profawo org.	9	20	0	0	9	20
Other short-term liabilities	0	0	-349	-197	-349	-197
Accrued expenses and deferred income	117	101	84	107	201	208
Current liabilities	699	716	206	437	904	1'153
Loans	320	400	0	0	320	400
Long-term interest-bearing debt	320	400	0	0	320	400
Provisions	866	780	575	165	1'440	945
Long-term borrowed capital	866	780	575	165	1'440	945
Equity capital on 1.1.	1'255	1'163	240	-175	1'495	988
Reserves	0	0	1'038	1'038	1'038	1'038
Surplus for the period	104	92	463	415	567	507
Equity capital on 31.12.	1'359	1'255	1'741	1'278	3'100	2'533
Total liabilities	3'244	3'151	2'521	1'880	5'765	5'031

*Representing the total of all regional associations. This is provided for illustrative purposes only and does not correspond to the profawo Schweiz Annual Report. The associations are legally independent and are not required to present consolidated statements.

The figures shown in the table are rounded to the nearest thousand Swiss francs. Adding items may therefore result in rounding differences.

Income statement

as at 31.12.2021 with prior-year comparison

	Bern		Zurich		Total [*]	
in CHF 000s	2022	2021	2022	2021	2022	2021
Members' contributions	547	514	545	482	1'092	995
Parents' fees	5'381	4'935	8'113	7'486	13'494	12'421
Income from guaranteed places	186	158	77	243	264	401
Income from short-term care	12	21	54	50	66	71
Income from member participations	80	80	0	0	80	80
Public subsidies	2'152	1'705	53	0	2'205	1'705
Other income	335	188	306	305	641	493
Donate	21				21	
Impaired receivables	-9	-34	0	0	-9	-34
Total income	8'706	7'567	9'147	8'566	17'853	16'133
Personnel expense	-6'606	-6'042	-5'905	-6'063	-12'511	-12'105
Operating expense	-587	-476	-588	-523	-1'175	-999
Premises and maintenance expense	-830	-1'102	-1'217	-1'177	-2'047	-2'279
Office and administrative expense	-455	-427	-841	-394	-1'296	-821
Total expense	-8'478	-8'047	-8'552	-8'157	-17'029	-16'204
Operating result before net financial income	228	-480	596	409	824	-71
Financial income	7	22	1	0	8	22
Financial expense	-134	-10	-6	-3	-140	-13
Depreciation and amortization	0	0	-84	-86	-84	-86
Net financial income	-126	12	-90	-88	-216	-77
Operating result	102	-468	506	321	608	-148
Extraordinary, non-recurring or out-of-period expense	-251	-27	-50	0	-301	-27
Extraordinary, non-recurring or out-of-period income	254	588	9	94	263	682
Tax	-1	0	-2	0	-3	0
Surplus for the period	104	92	463	415	567	507

profawo Bern was audited on 15.02.2023 by T+R AG, Gümliigen

profawo Zurich was audited on 3.01.2023 by hit Treuhand Särl, Uster

Member companies

as at 31.12.2022

Bern region

aaq – Schweizerische Agentur für Akkreditierung und Qualitätssicherung
 Alterszentrum Ried
 Ausgleichskasse Berner Arbeitgeber
 Berner Kantonalbank
 Bernerland Bank AG
 Bernische Lehrerversicherungskasse
 Bernmobil
 Chambre économique Bienne-Seeland
 Die Schweizerische Post AG
 Ecoptima
 F-RE GmbH
 fairtiq AG
 Feldmann Advokatur & Notariat
 Freibank Speis & Trank – Eggstern & Partner GmbH
 Gemeinde Muri bei Bern
 Gespa Interkantonale Geldspielaufsicht
 Hirslanden Bern
 Hundesittingbern
 Inselspital: Abteilung Elektrophysiologie
 Inselspital: Universitätsinstitut für Radiologie DIPR
 Inselspital: Universitätsklinik für Angiologie
 Intersport International Corporation
 KPT / CPT
 Livica Sammelstiftung (Vorsorge Ruag)
 Lungenpraxis Seeland
 MPS Micro Precision Systems AG
 Omega SA
 Praxis Kornhaus
 Praxis Sternenplatz AG Worb
 Previs Vorsorge
 Regionalverkehr Bern-Solothurn
 Residenz au Lac
 Restaurant zum Alten Schweizer
 Schweizerische Nationalbank
 Schweizerisches Rotes Kreuz
 SO HNO
 Spitalzentrum Biel – Centre hospitalier Bienne
 Swissmedic / Schweizerisches Heilmittelinstitut
 Trust Commercial SA
 Verlingue Versicherungsbroker
 Zahnarztpraxis Bellevue AG

Suisse romande

CSTS
 Banque Pictet & cie SA
 Boston Consulting Group AG (Switzerland) (SR)
 Brönnimann & Gottreux Architectes SA
 CRST – Centre régionale du santé au travail
 E-CUBE Strategy Consultants SA
 EHC – Ensemble Hospitalier de la Côte
 Ematys International SA
 Kalec-Motor SA
 Lionel Meylan SA
 Mecabelec Automobiles & Bike Sàrl
 Merck Serono S.A.
 One Acre Stichting
 Ordre des Avocats Vaudois
 Ostéopathe Melinda Keiser
 Riviera Rehab Sàrl
 SYSMeta IT Sarl
 Transports publics de la région lausannoise TL

Zurich region

ACP Advanced Circuit Pursuit AG
 Adecco Group AG
 Africa Wealth Partners AG
 ARDEGA Deponie AG
 Balanx AG
 Banque Pictet AG
 Bär & Karrer Rechtsanwälte
 Baxter Healthcare SA
 Boston Consulting Group AG (Switzerland) (ZH)
 Chubb Insurance (Switzerland) Limited
 Decisis Services AG
 Dr. A. E. Scotoni Management und Immobilien AG
 EF Education First Ltd
 FIFA – Fédération Internationale de Football Ass.
 Homburger AG
 Hotel Tivoli Schlieren AG
 Human Professional Personalberatung AG
 iAgentur AG
 IAZI AG
 IFAWA GmbH
 Interogo Holding AG
 KAYAK Europe GmbH
 Kellerhals Carrad Basel KIG
 Kieger AG
 Lenz & Staehelin
 Lindt & Sprüngli (International) AG
 Novelis AG
 Obergericht des Kantons Zürich
 Pädagogische Hochschule Zürich (Angestellte)
 Partners Group AG
 Raiffeisenbank Zürich
 responsAbility Investments AG
 Rheinmetall Air Defence AG
 Robeco Switzerland Ltd
 Sanatorium Kilchberg AG
 Schweizerische Nationalbank (ZH)
 Skapas Rechtsberatung AG
 Skope Magnetic Resonance Technologies AG
 Streichenberg und Partner, Anwaltskanzlei
 Swiss Life AG
 Swiss Re Management Ltd
 The Market Media AG
 Van de Wetering Atelier für Städtebau GmbH
 Verve Capital Partners AG
 VSAO Zürich
 Wenger Vieli AG

Nationwide

APP Unternehmensberatung
 Arnold AG (BKW Gruppe)
 Baker McKenzie Switzerland
 Beratungsstelle für Unfallverhütung bfu
 BKW AEK Contracting AG (BKW Gruppe)
 BKW Energie AG
 BLS AG
 cc energie ag (BKW Gruppe)
 Credit Suisse AG
 Deutsche Bank
 eBay Marketplaces GmbH
 Eidg. Finanzmarktaufsicht FINMA
 Eidg. Hochschulinstitut für Berufsbildung EHB
 Ernst & Young Ltd.
 Farner Consulting AG
 GARDA Capital Partners
 Goldman Sachs Bank AG
 Google Switzerland GmbH
 Helvetia Versicherungen Schweiz AG
 Infosys Consulting AG
 Inspiratio.net
 J.P. Morgan (Suisse) SA
 Pallas Kliniken AG
 Pensimo Management AG
 SBB CFF FFS
 Schweizerischer Nationalfonds
 Swissgrid AG
 swissuniversities
 Takeda Pharmaceuticals International AG
 TBF + Partner AG
 UBS AG
 Valiant Bank AG

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