



# Annual Report

2024

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Dear Reader,

The combination of our orientation as a non-profit organisation with our proximity to you as an employer makes profawo unique. Being a member company gives you direct access to our operational level, enabling you to address the requirements of your staff in a focused and direct way. This close collaboration is vital for our continuous development, which is always directed towards the specific requirements of employees in our member companies.

Over the past few decades, we have systematically developed our range to meet the diverse requirements you have as a member company. Our current offer includes a broad spectrum of services to optimally support the balance between family and work – from professional childcare to assistance for those looking after relatives.

It is widely known that Switzerland still has some catching up to do when it comes to balancing work and family life. This makes it all the more pleasing that we were able to further expand our services last year to provide you, as an employer, with support that is even more targeted and effective.

This report gives you comprehensive insight into profawo's activities and achievements in 2024. I hope you find it an inspiring read.

A handwritten signature in blue ink, consisting of a stylized 'A' followed by a dot and a cursive 'Sturm'.

*Andreas Sturm*  
*President*

# We remain flexible and continue to expand our range of services

To what extent does Switzerland need to catch up when it comes to work-life balance? And how much has profawo been able to push the development of managing the family better? Here is an evaluation by profawo's management. Interview with joint CEOs Sandra Gurtner-Oesch and Cornelia Peltenburg:

## *Where does Switzerland stand today in comparison with its neighbouring countries in terms of balancing family and career?*

**Sandra Gurtner-Oesch:** I'm afraid it's not possible to answer the question in this way. Unfortunately, Switzerland does not exist as a single entity when considering this issue. The compatibility of family and work has to be looked at across various federal departments and 26 cantonal social services departments, although in some cantons, the municipalities also play a serious role as regulators.

**Cornelia Peltenburg:** Switzerland's federal system forces us to think and act regionally. profawo itself has been structured along federal lines, which is proving to be an advantage for our clients today. Our regional base enables us to tailor our services specifically and for the staff in our company, in addition to the services provided by the state, closing those gaps in care that are encountered in each canton.

## *Does this mean that profawo has to remain flexible at all times and adapt its products to developments at the federal and cantonal levels?*

**SGO:** That sounds more demanding than it is. Government agencies aren't exactly known for their responsiveness. But yes, as soon as our offer proves to be successful, the government is likely to take it over, as was the case with the holiday programmes we set up in the Bern metropolitan area. One municipality is now continuing to run these by itself.

**CP:** Besides this, it is anything but easy to compare or manage the systems at the national level because not all cantons have the same system for this, nor are they all at the same stage of development.

**SGO:** One thing that remains the case throughout Switzerland, however, is the high cost of childcare for parents along with care for relatives. Switzerland would benefit from greater support for family management and care work.

## *What was particularly demanding for profawo in 2024?*

**SGO:** During Whitsun, one of our daycare centres burned down completely. On the Saturday, once we had recovered from the shock, we had to let the parents know. We then had two days to find an alternative site for the children. And by 10 a.m. on the Tuesday, we were back up and running again – thanks to incredible support from the fire department, the local administration, and, above all, the parents. The help we received during this tragedy was a very touching experience.

**CP:** Achieving full capacity in daycare settings in central urban areas has also remained a challenging task. Due to start-up funding, some cities in German-speaking Switzerland have a high density of daycare places available, and parents are spoilt for choice. profawo faces fierce competition as a daycare provider in Zurich, and increasingly in Bern too.

**SGO:** I would also consider bureaucratic hurdles to be among the tasks that challenge us. Politicians have become aware of the issue of childcare. This is generally good news, but there are regulators who aren't focused solely on establishing the framework. In some places, we're faced with a mountain of forms and unreasonable regulations. However, the cantons of Lucerne and Bern certainly provide good models that could be replicated.



***profawo is much more than just a daycare provider.  
What were the important topics in other areas in 2024?***

**SGO:** We have further expanded our range in the area of caring for relatives. In addition to assistance and counselling services used by employees of our member companies, we currently offer a special service expressly for companies, many of which are still unaware that the new law on work-life balance will include caring for relatives. We are promoting awareness in this area.

**CP:** On the one hand, we raise awareness and offer our care & co solutions, while on the other, we provide a toolbox to help companies get prepared in this area. This primarily involves evaluation tools and workshops to help company managers gain knowledge in the initial phase, enabling them to take the right steps.

It is clear that, with the ageing of the so-called „boomer“ generation, who are used to being very independent, the challenges become more demanding for employees in this cohort who care for a relative.

***What services can member companies expect from profawo in 2025?***

**SGO:** We're primarily doing more of the same, as there's increasing demand for our tried-and-tested services in more rural areas. In the field of family care, we're exploring ways to provide even more hands-on support to care-givers.

**CP:** We're trying to open up additional sites for our member companies so that parents can benefit even more widely from our services. This applies to daycare centres, emergency nanny placement, and holiday programmes.

Interview: Reto Probst



*Sandra Gurtner-Oesch*  
Managing Co-Director



*Cornelia Peltenburg*  
Managing Co-Director

# work & care: companies are discovering the importance of care responsibilities across all life stages

Caring for family members and the challenges it presents are becoming increasingly visible and relevant in our society. As a result, companies and their human resources departments are focusing more and more on this topic. With the ageing population and the growing number of working people who also have to assume responsibilities for care, it is becoming ever more important to create working conditions that enable a balance between work and caring for family throughout all life stages. This calls for raising awareness, expertise among management and human resources, as well as further development in corporate culture. While childcare has become a topic that is open for discussion in many companies, caring for family members remains something of a taboo.





# work & care solutions

With work & care solutions, companies can tailor their services to meet the individual requirements of their employees, recognise the importance of their care responsibilities, and further develop a family-friendly corporate culture.



Care Visual



Corporate  
Care Check



Corporate Care  
Survey



Care Guide



Lunch Session



Workshops

The launch of the services to promote the compatibility of work and care responsibilities among companies is financially supported by the Federal Office for Gender Equality.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Home Affairs FDHA  
**Federal Office for Gender Equality FOGE**  
Financial aid



# Our highest goal: to enable the compatibility of family and career

As a non-profit organisation founded almost 30 years ago, the association focuses on three important fields of family management, divided into the following brand areas:

- **profawo**  
The employer's role as both an advocate and a driver of work-life balance is paramount. profawo provides expert support, thus relieving the burden on the company's own HR department.
- **kids & co**  
Parents with children aged between 0-12 years are supported with advice and a wide range of care services.
- **care & co**  
Working people with care responsibilities for adult relatives are supported with advice and access to assistance from staff.

The "co" in profawo's branding stands for "company", highlighting the association's closeness to its member companies, all of which are employers. This proximity, combined with the aforementioned wide spectrum of services, makes our range unique in Switzerland.

The strong regional base is due, on the one hand, to Switzerland's federal structures, and on the other, to the association's strong DNA, which dates back to its founding. The headquarters are located in Bern, with offices in Basel, Geneva, Lausanne, and Zurich ensuring regional representation.

profawo is led by a volunteer board of directors. It is comprised of experts in specific fields, representatives of member companies, and individuals with excellent connections to politics, a sector that is becoming increasingly important in our fields of activity.

## Our board members as of 31 December 2024

- Andreas Sturm, President, phorbis Communication AG Basel
- Christian Bandy, SBB AG, Deputy President, SBB AG
- Simon Dobler, Planted Food AG
- Anita Herren-Brauen, Councillor of the Canton of Bern
- Nicole Oberholzer, Middle School and Vocational Education Department of the Canton of Zurich
- Susanne Sacco, UBS AG
- Karin Schmidt, Raiffeisen Switzerland Cooperative



# Member companies

Some of our members have been with us for decades. We are pleased that we can inspire them with enthusiasm for our products time and again. We are also happy that we are able to attract new members year after year and thus continue to improve the work-life balance in Switzerland.

As of 31 December 2024, we count the following companies among our valued customers and thank them all for their commitment.

## Bern region

aaq - Schweizerische Agentur für Akkreditierung und Qualitätssicherung  
 Alterszentrum Ried  
 Ausgleichskasse Berner Arbeitgeber  
 Berner Kantonalbank  
 Bernerland Bank AG  
 Bernische Lehrerversicherungskasse  
 Bernmobil  
 Busbetrieb Solothurn und Umgebung  
 Chambre économique Bienne-Seeland  
 Die Schweizerische Post AG  
 Ecoptima  
 F-RE GmbH  
 Feldmann Advokatur & Notariat  
 Freibank Speis & Trank - Eggstern & Partner GmbH  
 Gemeinde Muri bei Bern  
 Gespa Interkantonale Geldspielaufsicht  
 Hirslanden Bern  
 DIPR  
 Intersport International Corporation  
 KPT / CPT  
 Marcel Brändle AG  
 PostFinance  
 Regionalverkehr Bern-Solothurn  
 Residenz au Lac  
 Schweizerisches Rotes Kreuz  
 SO HNO  
 Spitalzentrum Biel - Centre hospitalier Bienne  
 Swissmedic / Schweizerisches Heilmittelinstitut  
 Verlingue Versicherungsbroker

## Zurich region

Adecco Group AG  
 ARDEGA Deponie AG  
 Badenoch & Clark  
 Balanx AG  
 Banque Pictet AG  
 Bär & Karrer Rechtsanwälte  
 Baxter Healthcare SA  
 Boston Consulting Group AG (Switzerland) (ZH)  
 Carlsberg Supply Company AG  
 Chubb Insurance (Switzerland) Limited  
 Dr. A. E. Scotoni Management und Immobilien AG  
 EF Education First Ltd  
 Genossenschaft Migros Ostschweiz  
 Homburger AG  
 Hotel Tivoli Schlieren AG  
 Human Professional Personalberatung AG  
 iAgentur AG  
 IAZI AG  
 Immofonds Asset Management AG  
 Interogo Holding AG  
 KAYAK Europe GmbH  
 Kieger AG  
 LeeHechtHarrison  
 Lenz & Staehelin  
 Lindt & Sprüngli (International) AG  
 Mercedes-Benz Schweiz AG  
 Novelis AG  
 Obergericht des Kantons Zürich  
 Partners Group AG  
 PH Zürich  
 pontoon  
 Pregnotia  
 PROMEA Sozialversicherungen  
 Raiffeisenbank Zürich  
 responsAbility Investments AG  
 Rheinmetall Air Defence AG  
 Rheinmetall Group  
 Robeco Switzerland Ltd  
 RTP Schweiz AG  
 RWM Schweiz AG  
 Sanatorium Kilchberg AG  
 Skapas Rechtsberatung AG  
 Spring Professional  
 Swiss Re Management Ltd  
 Van de Wetering Atelier für Städtebau GmbH  
 Verve Capital Partners AG  
 VSAO Zürich  
 Wenger Vieli AG

## Suisse romande

Aga Khan Foundation  
 Banque Cantonale Vaudoise  
 Banque Pictet & cie SA  
 Boston Consulting Group AG (Switzerland) (SR)  
 Brönnimann & Gottreux Architectes SA  
 EHC - Ensemble Hospitalier de la Côte  
 Ematys International SA  
 Help-Architectes  
 International Committee of the Red Cross  
 Kalec-Motor SA  
 MD PRODUCTION  
 Merck ATSA  
 Merck Aubonne  
 Merck Group  
 Merck MSSA  
 Migros Vaud  
 MSG soins sarl  
 Ordre des Avocats Vaudois  
 Riviera Rehab Sàrl  
 SYSMeta IT Sarl  
 Transports publics de la région lausannoise TL

## Companies with national membership

Actemium Schweiz AG	Digital Innovation Lab AG	Omega SA
AEK Onyx AG	Duvoisin Groux	Onyx Energie AG
aity AG	eBay Marketplaces GmbH	Pensimo Fondsleitung AG
Amanox Solutions AG	Eidg. Finanzmarktaufsicht FINMA	Pensimo Management AG
APP Unternehmensberatung	Eidg. Hochschulinstitut für Berufsbildung EHB	Pensionskasse der CSG
Arnold AG	Engytec AG	Pensionskasse der Helvetia Versicherungen
Arpe	Envilab AG	Pensionskasse der UBS AG
Atlanto AG	Ernst & Young Ltd.	PH Luzern
Aventicum C.M. (Switzerland) AG	Europäische Reiseversicherung	Regimo Gruppe
Axians IT Services AG	fairtiq AG	SBB CFF FFS
Axians Schweiz AG	Fides Treasury Service AG	Schweizerischer Nationalfonds
Baker McKenzie Switzerland	Fontavis AG GARDA Capital Partners	Securon AG
Bank Now AG	Goldman Sachs Bank AG	SI-TEC GmbH
Basellandschaftliche Kantonalbank	Google Switzerland GmbH	Smile
Baumeler	Group Treasury	Swiss Life AG
Baxalta Bioscience MFG SARL	Helvetia Asset Management AG	Swissgrid AG
Baxalta GmbH	Helvetia Liechtenstein AG	swissuniversities
Baxalta Manufacturing SARL	Helvetia Versicherungen Schweiz AG	Takeda Pharma AG
Beratungsstelle für Unfallverhütung bfu	Helvetic Warranty GmbH	Takeda Pharmaceuticals International AG
BKW AEK Contracting AG	Hinni	TBF + Partner AG
BKW Energie AG	Hochschule Luzern	TK Consult AG
BKW Energie AG KKM	Holinger AG	UBS AG
BKW Wallis	Holinger International Cosultants GmbH	Universität Luzern
cc energie ag	Infosys Consulting AG	
Climatch AG	J.P. Morgan (Suisse) SA	
Curea Elektro AG	La Goule	
Deloitte AG	Locarno Toursimo	
Deutsche Bank	login Berufsbildung AG	
DG Rail	Mercedes-Benz Financial Services Schweiz AG	



# Sound financial basis

**profawo operates on a non-profit basis and invests its profits in further expanding services to make it easier to combine family and work.**

**The organisation is financed by selling services related to work-life balance, and by its member companies, which aim to provide their employees with the best possible support in managing family life. Employees of member companies benefit from a variety of discounts and free services.**

The profawo association generated a profit of CHF 50,095 in 2024 (previous year CHF 0.7 million). Equity therefore amounted to more than CHF 3.8 million at the end of 2024, with an equity ratio of 67% (including voluntary provisions).

Revenues increased by CHF 0.9 million to CHF 21.0 million (+4.4%). This encouraging rise can be attributed to an expansion of services following the opening of a new daycare centre (Lausanne region) and two acquisitions (Biel region and the city of Lucerne), as well as new members being acquired.

During the same period, staff costs increased disproportionately, rising more than CHF 1.7 million to CHF 16.5 million (+8.6%). This is partly due to the expansion of services and the construction of a new daycare centre, but is also associated with cost-of-living compensation being granted. At the end of 2024, employees once again received at least the full cost-of-living compensation.

In 2024, provisions amounting to almost CHF 0.6 million were released in order to finance the expansion of services (purchase, initial furnishing and construction work). At the same time, an incorrect accrual from the 2023 annual financial statement was financed through the provisions.

*profawo invests in compatibility on behalf of its member companies and has effectively offered real services for family management for almost 30 years.*

Other operating expenses (CHF 4.5 million) were reduced slightly (-1.6%) despite rent increases and the expansion of our services. Among other things, we benefited from increased discounts for large customers.

The association is financially stable, liquid and has large reserves and provisions for further investment and development.



# Income statement as at 01.01.2024 – 31.12.2024 with prior-year comparison

in CHF 1'000	2023	2024
<b>Operating income</b>		
Members' contributions	1'098	1'192
Parents', employers' and subsidy fees	14'824	14'161
Income from guaranteed places	231	274
Income from short-term care	87	94
Public subsidies	3'088	4'449
Other income	797	843
<b>Total income</b>	<b>20'124</b>	<b>21'014</b>
<b>Operating expenses</b>		
Personnel expenses	-14'794	-16'531
Operating expenses	-1'307	-1'268
Premises and maintenance expenses	-2'264	-2'237
Office and administrative expenses	-962	-958
<b>Total expenses</b>	<b>-19'328</b>	<b>-20'994</b>
<b>Operating result before net financial income</b>	<b>796</b>	<b>20</b>
Depreciation and amortisation	-94	-83
Financial income	59	67
Financial expense	-24	-25
<b>Net financial income</b>	<b>-59</b>	<b>-40</b>
<b>Operating result</b>	<b>737</b>	<b>-20</b>
Extraordinary, non-recurring or out-of-period expenses	-145	-67
Extraordinary, non-recurring or out-of-period income	119	132
Tax	-1	6
<b>Surplus for the period</b>	<b>710</b>	<b>50</b>

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

The financial statements of profawo were audited in February by: CORE Partner AG

# Balance sheet

as at 31.12.2024 with prior-year comparison

in CHF 1'000	2023	2024
<b>Assets</b>		
Cash and cash equivalents	4'381	4'603
Accounts receivables	806	387
Del credere	-72	-19
Other short-term receivables	5	181
Current accounts, other profawo organisations	0	0
Accrued income and prepaid expenses	827	229
<b>Current assets</b>	<b>5'947</b>	<b>5'380</b>
Financial investments	1'231	1'341
Property and equipment	260	317
<b>Fixed assets</b>	<b>1'491</b>	<b>1'658</b>
<b>Total assets</b>	<b>7'438</b>	<b>7'038</b>
<b>Liabilities</b>		
Accounts payable	680	1'230
Current accounts, other profawo organisations	0	0
Current accounts EF Education	369	494
Other short-term liabilities	294	33
Accrued expenses and deferred income	589	362
<b>Current liabilities</b>	<b>1'932</b>	<b>2'119</b>
Loans	240	160
<b>Long-term interest-bearing debt</b>	<b>240</b>	<b>160</b>
Provisions	1'456	899
<b>Long-term borrowed capital</b>	<b>1'456</b>	<b>899</b>
Association capital	1'627	1'627
Reserves	1'038	1'038
Profit and loss carried forward	434	1'145
Surplus for the period	710	50
<b>Equity capital</b>	<b>3'809</b>	<b>3'860</b>
<b>Total liabilities</b>	<b>7'438</b>	<b>7'038</b>

# 2024 cashflow statement

in CHF 1'000	2024
<b>Profit</b>	50
+ Depreciation of fixed assets	83
- Decrease in provisions not affecting funds	-557
+ Decrease in deliveries and services receivables	367
+ Decrease in other receivables and prepaid expenses	421
+ Increase in liabilities from deliveries and services	550
- Decrease in other short-term liabilities and deferred incomes	-363
<b>Cashflow from operating activities</b>	<b>551</b>
- Payments for investments in tangible assets	-140
- Payments for investments in financial assets	-94
<b>Cashflow from investing activities</b>	<b>-234</b>
- Repayments of long-term financial liabilities	-80
<b>Cashflow from financing activities</b>	<b>-80</b>
Cash/bank assets at 1 January	4'366
Change in liquid funds	237
Cash/bank assets at 31 December	4'603



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