



**100 women in
hedge funds®**

ROGER FEDERER FOUNDATION SELECTED AS 2013 BENEFICIARY OF 100 WOMEN IN HEDGE FUNDS' FUNDRAISING EFFORTS IN SWITZERLAND

Geneva - February 25, 2013 - 100 Women in Hedge Funds ("100WHF"), a leading non-profit organisation for professionals in the alternative investments industry, today announced that the Roger Federer Foundation has been selected as the beneficiary of all fundraising activities in Switzerland for 2013. All funds raised will be donated to the Roger Federer Foundation and will be allocated specifically to the a:primo program, which supports early childhood development and mentoring among underprivileged families across Switzerland.

The Roger Federer Foundation was established in 2003, to manage the philanthropic efforts of Roger Federer and his family. Its mission is to alleviate poverty among children in Southern Africa and Switzerland by providing quality education. In Switzerland, the Roger Federer Foundation supports early childhood development through its partnership with a:primo, an organisation which focuses on helping economically and socially disadvantaged families in Switzerland acquire the skills to prepare their children for entering education. Underprivileged and socially isolated families, both Swiss and migrant, with children between the ages of 1 and 5 years old, will be coached by trained lay helpers from the families' local community in promoting their children's language, motor skills and social integration. Funds raised by 100WHF will help to expand this program across more locations in Switzerland.

100WHF's philanthropic mission is to leverage its collective abilities and expertise in order to give back to the global community. Each year, 100WHF's Board of Directors selects charitable organisations in the U.S. and Europe within rotating themes of women's and family health, education and mentoring. The philanthropic theme for 2013 is mentoring. As of January 1, 2013, 100WHF has raised \$28 million (gross) for philanthropic causes.

In 2012, 100WHF raised SFr 300,000 for All Special Kids, funding an expansion of its summer camps for special needs children in Geneva, Vaud and Zurich. In 2011, 100WHF raised over SFr 380,000 to open a fully equipped cardiac clinic at the University Medical Centre Ho Chi Minh in Vietnam. In 2010, it raised SFr 200,000 to fund a mentoring project undertaken by Solidarité Femmes Genève and in 2009, 100WHF raised over SFr 135,000 for an education program of Association Païdos.

Commenting on the decision to select the Roger Federer Foundation, Claire Smith, 100WHF London Board member, and Board Champion for Switzerland, said, "We are thrilled to embark on this relationship with the Roger Federer Foundation and were impressed with the scope and intent of the a:primo project. It will be our privilege to work with the Foundation in the coming year to counter the difficulties faced by children growing up in situations of poverty and isolation."

Roger Federer, President of the Roger Federer Foundation, said, "It is with gratitude that we accept the kind offer to become 100 Women in Hedge Funds' Swiss charity of the year. Their support is very welcome and strengthens our ongoing efforts. We believe that 100WHF's fundraising campaign will help raise awareness that even in Switzerland there are many socially and financially disadvantaged children among us. We need to give those children a step up at a very early stage. This is what the Roger Federer Foundation is doing by coaching targeted parents in early learning together with our partner a:primo."

100WHF is planning a number of fundraising events in both Geneva and Zurich during 2013, including its annual charity Gala to be held in Geneva the evening of 27th November, 2013. All net proceeds from Swiss fundraising efforts will be donated to the Roger Federer Foundation. Firms and individuals interested in learning more about sponsorship opportunities or for further details on 100WHF's Swiss fundraising events for 2013, please [contact us](#).