ZURICH · SWITZERLAND · PITCH SLIDE DECK 2026

Bar4Good

The slightly different non-profit.

Big hearts, bold ideas, real impact — we shake things up for good!

CHARITY FOR CHILDREN · POP-UP BARS · TEAM EVENTS · SPORT & EDUCATION · WWW.BAR4GOOD.COM

PART ONE

The vision & goals.

Who we are, what drives us, and why a simple bar tab can become a surprisingly powerful form of development aid.

IN A NUTSHELL

We raise funds in a cool way. For many children it means the world.

Bar4Good runs pop-up bars and team events in Switzerland (primarily Zurich). Every franc raised through events, memberships and donations goes into projects for children and young people living in extreme poverty.

Through sport, love and education, we help them build confidence, find motivation and develop a brighter perspective on life.

A fantastic win-win.

YOU GET

A night worth remembering — or a team event people still talk about months later.

THEY GET

Rackets, friendship and confidence — opening doors to a brighter future.

HERITAGE

Thirty years in the making.

1994 – 1995 — BELIZE CITY, BELIZE

Stranded and willing to take just about any job, Jan K. becomes a bartender by accident. At the Red Roof Bar in Belize City he meets Steve S. and learns to make genuinely good drinks.

1996 — PANAMA CITY, PANAMA & BELIZE CITY, BELIZE

Jan K. meets Keith B., now a friend and mentor to him who turned his values upside down. With Steve S., a first “free bar” is organised for the Belize chapter of an international business fellowship network.

1997 – 2001 — WINTERTHUR & ZURICH, SWITZERLAND

Some freshmen at the Zurich University of Applied Sciences (ZHAW) take over the student association Learn4Less, offering free accounting tutoring, pop-up bars and other student-led activities.

2001 - 2003 — ZURICH, SWITZERLAND

Inspired by Shelter City Amsterdam, a hostel called “Sweese” is planned for Zurich with a bar on the ground floor. A main sponsor pulls out and the project is shelved.

2018 – 2025 — ZURICH, SWITZERLAND

The pop-up bars return and over time settle into three recurring formats: WUNDER-Bar @ workplace, O-BAR-Rieden @ Oberrieden (Zurich) and the GC Sports Bar @ Grasshopper Club Zurich.

2026 — ZURICH, SWITZERLAND

A supporter is so inspired by the Bar4Good vision that he makes a major donation, becoming our first Diamond Sponsor. This sparks the next chapter: the organisation is formalised, new board members join, and a much broader programme takes shape.

THE MECHANIC

We build the bridge.

Game theory shows that cooperation turns a lose-lose into a win-win. Traditional giving can feel abstract and disconnected from everyday life. Bar4Good makes it tangible: we create experiences people genuinely want to be part of, then convert the energy and the funds they generate into meaningful impact.

01

The experience

World-class drinks at fair prices, poured by volunteers who know exactly what they are doing. Nobody shows up out of duty.

02

The proceeds

Bar tabs, memberships and donations flow into one pot. Volunteer teams keep the cost base at a minimum.

03

The flagship projects

With flagship projects, we make racket sports last – training local coaches, building sustainable programs, and inspiring participants to achieve excellence.

04

The multiplier

Those projects become visible role models. They inspire new coaches, pull in more children, and make our impact tangible for donors.

TRUE STORY

One bar tab. 100+ laughing children.

At one of our WUNDER-Bar events, our friend Antonios voluntarily paid CHF 100 for his drinks. We turned it into badminton rackets for children in Bangladesh.

One of those rackets reached Rina*, a 15-year-old from Muktagacha who had withdrawn after a difficult experience. She began visiting the local community centre again, playing badminton with other young people, gradually reconnecting with those around her.

Her mother later told a community workers, in tears, that she had not seen her daughter this happy in a very long time.

Antonios had a wonderful evening. His bar tab helped a young person rediscover joy, confidence and connection. That is Bar4Good.

* Name changed to protect her privacy.

BAR4GOOD

ZURICH · THE SLIGHTLY DIFFERENT NON-PROFIT

Bar tab	**CHF 100.00**
Cost of goods & venue	**volunteer-run**
Badminton rackets	**8**
Coached sessions	**10**
Children on court	**over 100**
IMPACT	**100 LAUGHING FACES** (INCLUDING RINA)

THANK YOU — A FANTASTIC WIN-WIN

Illustrative conversion, based on our 2026 Bangladesh racket programme. Equipment is shared, so one racket puts several children on court.

Few projects. Deep roots. A long multiplier.

ANCHOR

Flagship projects

We invest a meaningful share of our funds and time in a few long-term programmes rather than spreading ourselves thin. Depth is what turns a modest budget into lasting impact.

→

MULTIPLY

Role models

We develop local coaches, initially providing training and income, followed by regular online coaching. This helps them prosper while empowering children to achieve excellence.

→

IMPACT & REACH

Inspiration to many more

Our coaches and children become visible proof of what is possible. Their success inspires other communities, where we then fund larger projects combining sport and education.

The chain is deliberate. We are not buying equipment; we are buying a multiplier that keeps running long after our franc is spent.

WHY RACKET SPORT

Racket sports make progress visible.

01 **Progress is yours**

Every rally is instant feedback to children that participate:
I practise, I improve, I can do this.

02 **No need to be the right fit**

A child can develop one-to-one, free from peer pressure, while still finding friendship, doubles partners and a sense of community and shared experiences.

03 **Small wins compound**

Technique and points make progress visible fast – turning “I can’t” into “I can.” Success builds confidence and inspires other children to join and follow.

04 **Low infrastructure, high reach**

Badminton, pickleball, street racket and table tennis scale with shared equipment and simple coaching.

EXAMPLE FOR PROOF OF SCALE

4.7 million (160 countries)

School children reached by the BWF's Shuttle Time programme with a 22 lesson plan, instructional videos and teacher/tutor training.

BWF's Shuttle Time programme: school → provide coaching material → train teachers

OUR EDGE

Deep knowledge across almost every racket discipline, with people motivated to coach others.

Bar4Good programme: community/school → hire and train local coaches → develop flagship projects → ongoing coaching & support for flagship projects → create role models → multiply impact and build and sponsor larger long-term sport & education projects

STRATEGIC GOALS

Three horizons to increase the impact.

2026 – 2028

WITHIN THREE YEARS

Governance
Tax-exempt NPO status in the canton of Zurich

Members
300 regular and three premium members

Projects
Three large projects supported

Investment
Over CHF 30 000 per year from 2028

People
A diverse board, advisors and independent auditors

2029 – 2031

WITHIN SIX YEARS

Governance
First country and site selected for a sport centre abroad

Members
600 regular and six premium members

Projects
Six large projects supported

Investment
Over CHF 60 000 per year from 2031

People
Several volunteer bar teams running regular events

2032 – 2034

WITHIN NINE YEARS

Governance
The first Bar4Good Education & Sport Centre opens

Members
900 regular and nine premium members

Projects
Nine large projects supported

Investment
Over CHF 90 000 invested per year from 2034

People
Nine people abroad in paid, part-time roles

PART TWO

The formats.

Fine drinks, racket sports, great people — and a few surprisingly effective ways to turn a good time into something that matters.

OUR THREE HOUSE BARS

Three well-established bars. One heart.

Each format has its own place, playlist and vibe. What they all share is the best part of the night: when the till is counted and the money goes where it can make a real difference.

WUNDER-Bar

@ workplace after-hours

WUNDER-Bar is our growing after-work pop-up, held every four months. Members choose what they pay for cocktails and mocktails – and are remarkably generous.

GC Sports Bar

@ Grasshopper Club Zurich

The GC Sports Bar is a regular favourite at GC Squash, but welcomes every section of Grasshopper Club Zürich. Serving world-class drinks for world-class sport – with plenty of team spirit on the side.

O-BAR-Rieden

@ home in Oberrieden ZH

The one and only – and therefore coolest – pop-up bar in wonderful Oberrieden, the best place on Lake Zurich. From village festivals and graduations to the Chilbi: the one thing Oberrieden was still missing.

TEAM EVENTS

Great offsites. Double the impact.

Three formats for a team event. One purpose. Your team event budget works wonders twice — creating a great experience for your team while helping create many more wonderful moments for the children that Bar4Good support.

Private pop-up Bar

We bring the bar to you — office, garden, warehouse, wherever. Shakers, mocktails and a team that has done this several times before.

Bar & Sports

Squash, badminton, street racket or table tennis first, drinks straight after. Racket in one hand, glass in the other. Not simultaneously.

Team Day

A proper facilitated day — comfort zones, iceberg models, the whole toolkit — with a bar waiting at the end of it. Learning sticks better with a good drink.

Serious drinks. Zero snobbery.

Signature drinks	Every bar has its own signature. The GC Sports Bar has its legendary Whiskey Sour; at WUNDER-Bar, the Cosmopolitan comes dressed in corporate colours.
Mocktails, always	Not an afterthought and not a sad orange juice. The same care, the same glass, the same price bracket — because the point is that everyone stays.
Milkshakes & sandwiches	At the Chilbi we do milkshakes. At the GC Sports Bar there is the “Best Sandwich in Town” initiative. Both statements are defensible.
A playlist per bar	WUNDER-Bar, O-BAR-Rieden and the GC Sports Bar each have their own published playlist. Yes, we argue about them. No, we have not resolved it.

Fair prices, no cash-bar theatre — every franc of margin walks out towards children.

ACTIVITIES 2026

Bars & more.

HOUSE BARS

GC Sports Bar · GC Zurich

Regular pop-ups plus the “Best Sandwich in Town” initiative.

HOUSE BARS

WUNDER-Bar

Several after-work pop-ups at workplaces in Zurich.

HOUSE BAR SPECIAL I

O-BAR-Rieden Graduation Ball

The graduation ball in Oberrieden ZH.

HOUSE BAR SPECIAL II

O-BAR-Rieden Gömmär Chilbi Edition

Three days of milkshakes, mocktails, cocktails, popcorn and more…

SPORT

Grasshopper Cup 2026

Supporting the international squash tournament at Zurich’s main station.

PRIVATE BAR

Lawyers at a different bar

First edition at a law firm in Zurich Seefeld — their best client event ever.

PRIVATE BAR

Mocktails & Juice

Second edition, in the garden of a private mansion.

ASSOCIATION EVENT

General Assembly Bar 2025/2026

The slightly different general assembly — drinks, a grill, voting online.

ASSOCIATION EVENT

End of Dry January Bar (2027)

Fundraising dinner and bar to celebrate the end of Dry January.

PART THREE

The donors & partners.

The numbers, the plan and the ways in. What your money buys, where it goes, and what you get back besides a warm feeling and a very good drink.

FACTS & FIGURES

Year one, already moving.

50

MEMBERS

46 regular · 2 gold · 1 platinum · 1 diamond

9×

FUNDING GROWTH

CHF 5k raised in 2025 · CHF 45k projected for 2026

3

PROJECT PIPELINE

1 delivered · 2 in detailed evaluation

WHERE THE MONEY GOES

Committed annual investment into projects rises from over CHF 30 000 in 2028 to over CHF 60 000 in 2031 and over CHF 90 000 in 2034 — funded by memberships, events and donations, on a volunteer cost base.

MEMBERSHIP

Four ways in.

Regular

CHF 30+

1 SEAT

- General Assembly invitation with one complimentary drink
- Voting rights and regular updates on our activities

Voluntary increase up to CHF 299

Gold

CHF 300+

3 SEATS

- General Assembly for up to three representatives, a drink each
- 33.3% of the fee creditable towards a future team event

Voluntary increase up to CHF 2 999

Platinum

CHF 3 000+

3 VIP SEATS

- General Assembly for three, VIP status with unlimited drinks
- CHF 1 000 creditable towards a future team event

Voluntary increase up to CHF 29 999

Diamond

CHF 30 000+

3 VIP SEATS · 1 ADVISORY SEAT

- General Assembly for three, VIP status with unlimited drinks
- A seat on the Advisory Board to shape our vision directly
- CHF 5 000 creditable towards a future team event

Any further increase is entirely voluntary

JOIN US

Don't tell us your glass is half empty.

01

Become a member

02

Book a pop-up bar

03

Plan a team event

04

Make a donation

THE DIAMOND SEAT

A single Diamond membership covers a full year of our flagship-project investment target — and comes with a seat on the Advisory Board, where you help decide where the money goes. Three open seats exist.

Cheers.

Big hearts, bold ideas, real impact — we shake things up for good!