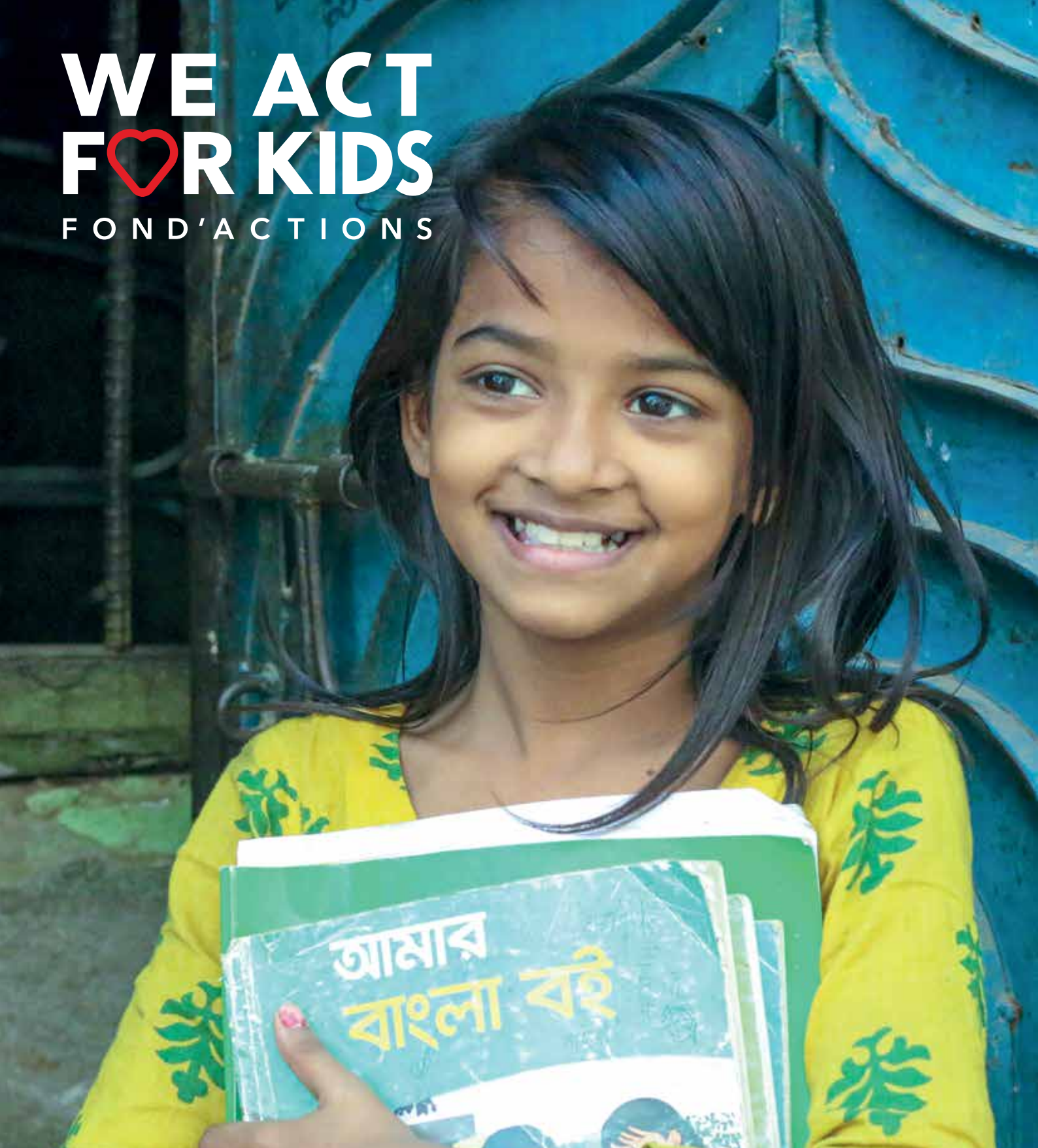


WE ACT
F♥R KIDS
FOND' ACTIONS



TO PROTECT AND SUPPORT
VULNERABLE CHILDREN

2020 ANNUAL REPORT



FROM THE EDITOR

In 2020, the world was rocked by an unprecedented global health crisis. The **most destitute families** were also the ones most impacted. Stay-at-home orders and school closures pulled back the veil on new socio-economic inequalities.

In 2020, the We Act For Kids fund sprung into action like never before to assist highly vulnerable children and families, driven by two beliefs that were only deepened through this crisis:

- **"Learning is key to choosing your own path"**: In addition to its ongoing support of its schools in Bangladesh, We Act For Kids established a partnership with the ASMAE Sœur Emmanuelle charity and the Okaidi brand, to educate children on the "Rights of the Child".
- **"To help children we must also help their parents"**: We Act For Kids continues to support highly vulnerable families through donations of clothing and recreational toys, charity sales in their support, and job training and placement programs for mothers. These efforts in France, Bangladesh and Madagascar were made possible through partnerships with public and private organizations as well as various NGOs.

After 11 years, our corporate foundation changed its legal structure and has become an **endowment fund**, with the goal of expanding our impact and mission. It is now named **"Fond'actions We Act For Kids"**.

This change will help us support many more organizations who are contributing to our mission of alleviating **child vulnerability**.

Our focus remains the same, and the Fund will continue to support:

- Early childhood development and protection.
- The education, social inclusion, and development of children most at risk.
- Parenting support to help families and children have a better life.

Rooted in that foundation, the principles on which our 2021 efforts stand can be summed up in three goals:

Ensure that activities which are innovative and sustainable will endure over time, in order to deepen their impact on the beneficiaries.

Support a broad, international community of organizations together with our partner brands, charities, and volunteers, in order to multiply the impact of our collective efforts.

Focus our efforts on targets that are **visible and communicable** through the use of digital tools, with the goal of fostering a spirit of solidarity and pride of belonging within our IDKIDS community.

We would like to thank our partner brands and charities, as well as all the volunteers who faithfully gave of themselves in 2020 in support of highly vulnerable children in France and abroad.

It is with hearts full of joy and enthusiasm that we once again commit ourselves in 2021 to our vital mission: to support the highly vulnerable, for the good of all.

Marion de Sèze
President, Fond'actions We Act For Kids

OVERVIEW

4 - 7	Mission, history, scope, and governance
8 - 9	Worldwide activities and key figures
10 - 11	2020 priorities, highlights and projects
12 - 13	Our response to the global pandemic
15 - 17	Helping children means supporting their parents too
18 - 19	Learning is key to choosing your own path
20 - 22	Charities and partners
23	Ways to take action
24 - 25	2021 outlook and impact

OUR MISSION

The We Act For Kids fund is dedicated to helping highly vulnerable children and fostering a sense of caring. It brings together positive initiatives in partnership with NGOs and charitable associations, with the goal of protecting and supporting highly vulnerable children all around the world.

Our endowment fund mobilizes stakeholders around a shared WE ACT FOR KIDS commitment expressed in innovative and sustainable efforts that protect the rights of children and respect their environment.

"The goal of the fund, acting for the public good and not for profit, is to contribute, through its own projects as well as through its support of other like-minded projects, to the protection of children and their fundamental rights as well as their education, health, self-sufficiency and social responsibility, particularly through fostering the preservation and improvement of their living conditions and parenting." (articles 3 of the Fund's statutes)

OUR VALUES

The We Act For Kids fund supports the holistic development of children to help them grow into responsible adults who contribute positively to the world around them. The Fund is governed by an ethics charter and follows the direction of its Board, which sets the strategy for the disbursement of funds. With integrity and transparency, Fond'actions We Act For Kids supports efforts by private enterprises, public institutions, and individuals acting in the best interests of highly vulnerable children.

OUR SCOPE OF ACTION



CHILD EDUCATION AND DEVELOPMENT

School provides fundamental learning that is essential; that said, the Fund also promotes full and well-rounded child development. We Act For Kids supports several projects that make it possible for disadvantaged children to go to school and develop their talents.



EARLY CHILDHOOD DEVELOPMENT, AND PARENTING SUPPORT

0 to 3 years: this period is crucial to a child's development. The Fund supports several projects focused on the development of very young children and their parenting.



SOCIAL INCLUSION AND IMPROVING THE LIVES OF FAMILIES WITH CHILDREN

Families and children can at any time find themselves socially isolated and economically distressed. The We Act For Kids fund creates and funds projects focused on social inclusion of families through job training and placement of mothers with the goal of helping them live a "better life".

OUR HISTORY

18 years dedicated to helping the highly vulnerable

Fond'actions We Act For Kids was founded by IDkids (Okaidi, Obaïbi, Jacadi, Oxybul éveil et jeux, Rigolo comme La Vie) to dedicate financial and human resources towards the development of social caring.

2003

Creation of the Okworld Fond'actions association

2007

OKworld becomes a corporate foundation

2011

Oxybul Eveil et Jeux joins the foundation

2015

OKworld becomes the IDKIDS Foundation

2018

The IDKIDS Foundation becomes the IDKIDS COMMUNITY endowment fund.

2020

The endowment fund is renamed Fond'actions WE ACT FOR KIDS



"WE CREATED THE IDKIDS.COMMUNITY ENDOWMENT FUND SO THAT EVERYONE IN THE IDKIDS COMMUNITY CAN WHOLEHEARTEDLY AND FREELY EXPERIENCE OUR COMMITMENT TO "ACT FOR KIDS"."

JEAN DUFOREST AND JEAN LUC SOUFLET
Founders and directors of the IDKIDS Community

GOVERNANCE

BOARD OF DIRECTORS



In accordance with the statutes of the We Act For Kids endowment fund, the Board of Directors is its primary governing entity.

It is made up of various stakeholders, including founders, primary stakeholders, and outside experts in relevant matters, all of whom freely contribute their skills and expertise to the fund.

The fund's Board of Directors meets twice a year. It sets the Fund's strategy and general direction, and approves the projects it supports. Its members serve a three year term which is renewable.

THE BOARD OF DIRECTORS IS MADE UP OF 11 MEMBERS:

- 3 seats assigned to founders
- 5 seats assigned to qualified individuals selected for their expertise in domains related to the endowment fund's activities.
- 3 seats assigned to the endowment fund's donors representatives

MEMBERS OF THE BOARD OF DIRECTORS

FOUNDERS

Jean DUFOREST Administrator
Jean-Luc SOUFLET Administrator
Marion de SEZE President

HIGHLY QUALIFIED INDIVIDUALS

Charles BIENAIME Administrator
Nicolas CORDIER Administrator
Ghita SOUFLET Administrator
Anne THEVENET Administrator
Etienne WIBAUX Administrator

SUPPORT STAFF

Grégoire DUFOREST Administrator
Geneviève AERTS Secretary
Olivier RAVAUT Treasury

ADMINISTRATION

The fund's administrative office is made up of a general delegate and a director, appointed by the Board, who are responsible for the selection of projects based on defined criteria and nominated to a selection shortlist by project sponsors. The office is also responsible for the day-to-day management of the fund's budget and the implementation of innovative social activities in partnership with public and private organizations. The administrator acting as Secretary of the Fund, and the President of the Fund, are also members of its administrative office.

In 2020 the office met twice, in May and in October, to define projects to support during the pandemic, the development of social businesses, and to review the budgets for 2020 and 2021.

EXPERTS AND COMPTROLLERS

The Board of Directors relies on committees of experts brought together in Innovation Labs, who deliberate on various topics related to the Fund.

In 2019 two Innovation Labs were held on new funding methods, and on social business. In 2020, one Innovation Lab was held on communications.

STATUTORY AUDITOR

This is an external auditor whose job is to verify that the Fund's financial books are accurate and true. He or she audits and certifies the Fund's accounts, which are then filed with the relevant prefecture of the Nord department, France.

CHANGES IN 2021

AUDIT COMMITTEE

In 2021 an audit committee will be responsible to ensure the governance rules and ethics charter are properly applied; it will also be responsible for the prevention of risks identified by the Fund. It will be made up of two experts in management control and auditing, acting pro-bono, and one of the independent expert administrators.

IDEAS CERTIFICATION



In 2021, the IDEAS Institute (Institut du Développement de l'Éthique pour les Actions de la Solidarité) will assist the Fund in improving its management and governance tools. Its certification program attests of the quality of the governance, financial management, and stock valuation, of non-profit entities.

This best practices certification is based on 90 indicators and issued in partnership with the Compagnie Nationale des Commissaires aux Comptes.

KEY FIGURES 2020



13
COUNTRIES

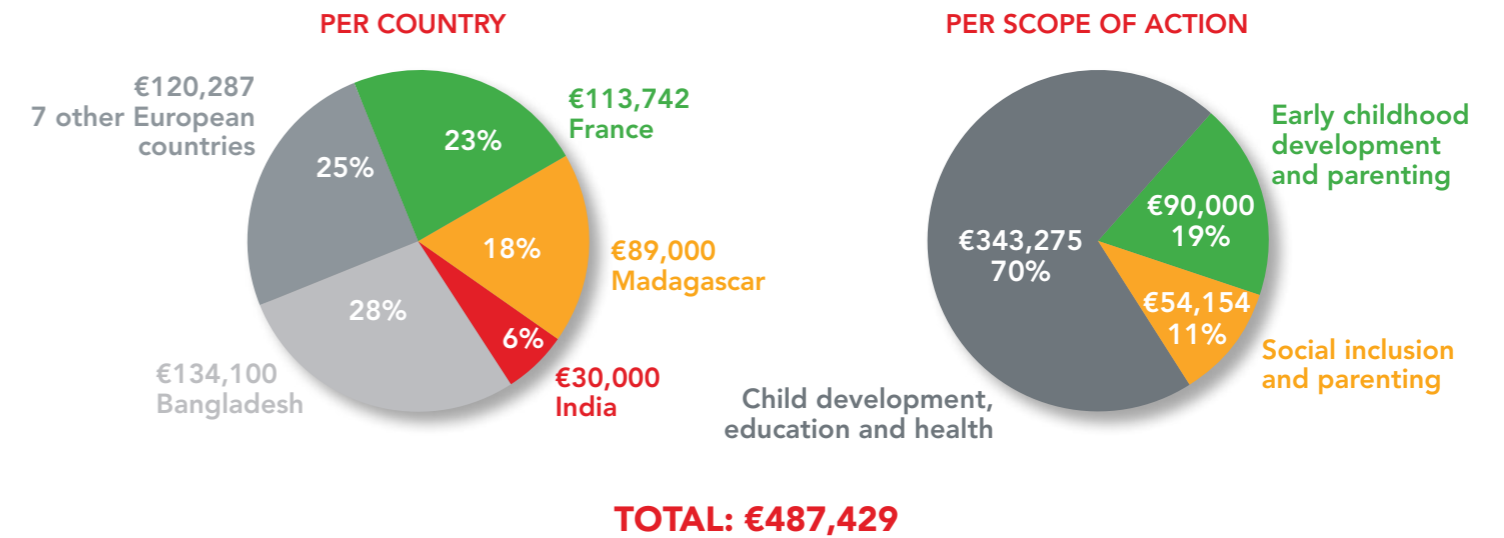


51,200
CHILDREN
around the world

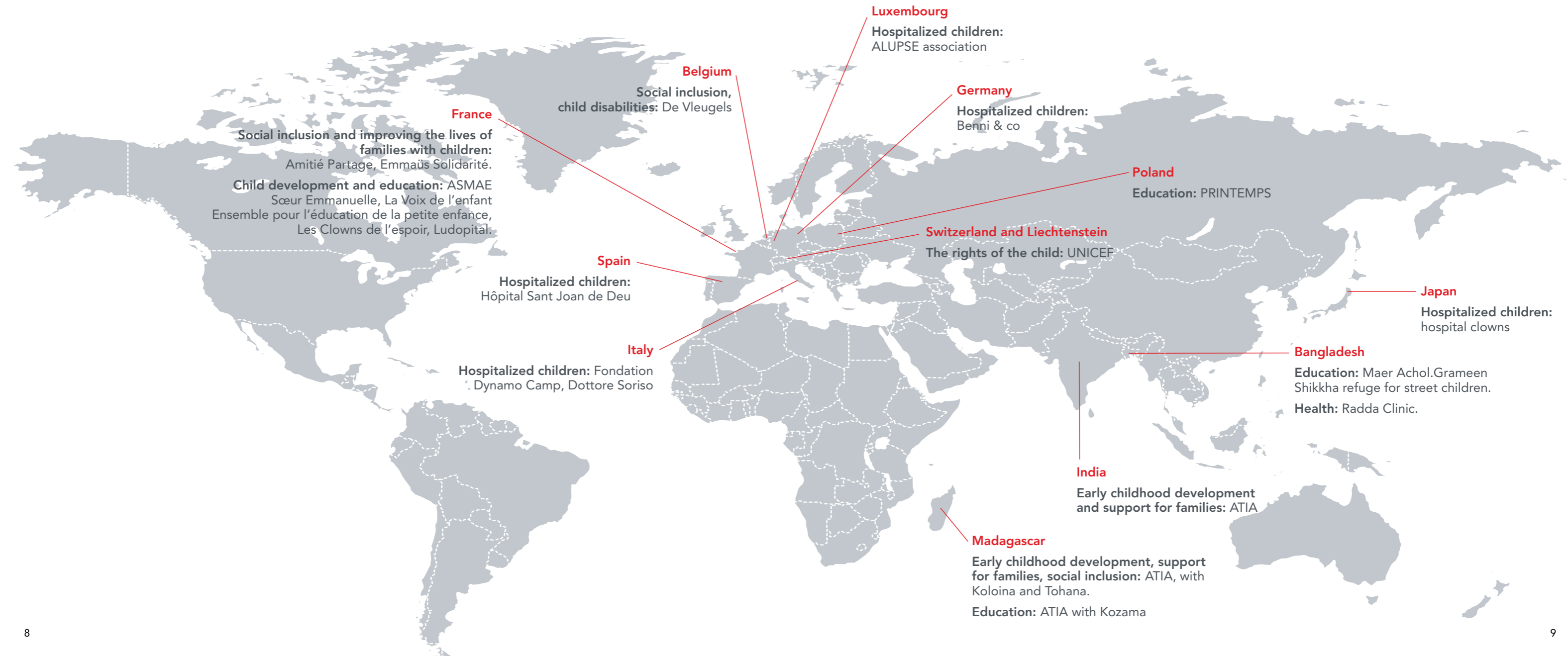


235
VOLUNTEERS

BREAKDOWN OF DONATIONS



WHAT WE DO AROUND THE WORLD



2020 PRIORITIES



EXPAND THE COMMUNITY ENGAGED WITH WE ACT FOR KIDS BY COMMUNICATING MORE BROADLY AND MAKING THE FUND THE STANDARD BEARER OF SOCIETAL ACTION IN SUPPORT OF HIGHLY VULNERABLE CHILDREN.

How? Create a new weactforkids.org website that tells the stories and highlights the projects set up by the Fund, and its associations and partners. Send a monthly newsletter with articles to our growing community. Develop free Google non-profit campaigns to increase the visibility of the Fund's activities on the site.

TOGETHER WITH OUR PARTNER BRANDS, CREATE AND DEVELOP NEW INNOVATIVE AND SUSTAINABLE SOCIAL ACTIVITIES WITHIN THEIR CORE BUSINESS.



How? Develop a job training and placement program for mothers in the slums of Antananarivo, funded by orders and the donation of proceeds from charity sales of Jacadi products, which should reach a breakeven point in 2 years.



CREATE PARTNERSHIPS THAT MAKE A DIFFERENCE WITH CHARITIES IN FRANCE through volunteering programs.

How? Together with Asmae, co-create an escape game that is presented to children in schools, to help them learn about children's rights.

DIVERSIFY SOURCES OF FUNDING, USING ONLINE METHODS IN PARTICULAR.

How? Create a campaign that allows users to "buy and donate" a virtual heart for €1 on the Okaidi website, which would go directly to support partner charities. Organize a crowdfunding event for destitute families in Bangladesh, in collaboration with Hello Asso.



2020 HIGHLIGHTS AND PROJECTS



OUR RESPONSE TO THE GLOBAL PANDEMIC

EUROPE

HOSPITALIZED CHILDREN HAVE NOT BEEN FORGOTTEN



LUDOPITAL AND N'JOY CONTINUED TO ORGANIZE PERSONALIZED ACTIVITIES

In March 2020, due to stay-at-home orders, hospital visits were restricted and in some cases prohibited. Together with N'Joy, a charity of the IDkids Group that organizes free birthday and other events for hospitalized children, the Fund sprung into action so that these children could continue to have a good time celebrating their birthdays.

Using video-conferencing tools, N'Joy organized 20-minute personalized events to celebrate the birthdays of hospitalized children ages 3 to 10. Paul, hospitalized at the Oscar Lambret hospital in Villeneuve d'Ascq, celebrated his birthday in April 2020 during the lockdown. For Paul's 7th birthday, Barbara, an event organizer at N'Joy, put together a personalized birthday event featuring his favorite themes.

"Since Paul loves football and Mario, we created a treasure hunt activity which was to find Princess Peach using questions about football and Mario, as we walked around to find clues scattered a round my house and garden."

(Barbara, N'Joy).



LES CLOWNS DE L'ESPOIR BRIGHTEN UP HOSPITAL ESPLANADES

In June 2020, performers from Clowns de l'Espoir returned to hospitals in northern France with a new pandemic-friendly concept. Since visits to pediatric wards were prohibited, the Clowns de l'Espoir charity adapted its approach by putting on shows in hospital car parks where children could watch from their windows. These one hour shows featured live music and clown gags, brightening the faces of the young confined patients.

Photos: Les Clowns de l'Espoir

In 2020, €10,675 were raised in France from the sale of red noses and donated to this charitable association of hospital clown performers so that they could continue to make children smile.

OFFERING A SMILE EVERYWHERE AROUND THE GLOBE

World Smile Day is observed every year in early October. To help hospitalized children get back their smiles too, our partner Okaidi has since 2016 been working to support clowns performing in hospitals through its "Give a Smile" operation. Red noses are sold for €1 in all Okaidi, Oxybul, Jacadi and IDKIDS stores in 13 countries.

In Italy, Okaidi supports the Dottor Sorriso association. Its mission is to make the hospital stays of young patients more tolerable. With the support of Okaidi and Jacadi, it has put a smile back on the faces of 36,000 hospitalized children. According to Dottor Sorriso, smile therapy results in a number of benefits: Length of stay in the hospital is reduced and the effectiveness of treatments is improved. Thanks to the efforts of the brands partnering with the Fund, and their customers, €46,976 were raised and donated to the association to put lovely smiles back on the faces of hospitalized children.



"Because smiling is truly a powerful therapy"

Dottor Sorriso



EMERGENCY AID FOR BABIES

Due to lockdown measures, many families in difficulty, and particularly those with young children, found that charities providing assistance were forced to close their doors. All this while their needs for food, clothing, and good hygiene, had increased. With the support of Okaidi, which organized a mini fund-raising campaign when its stores reopened in May 2020, the Fund was able to donate €14,850 to the Voix de l'Enfant. 500 boxes of milk and 700 packages of diapers were distributed to families assisted by the charity.

FUJITSU DONATES COMPUTERS TO SUPPORT EDUCATION

It was thanks to a contact at Dons Solidaires that a connection was made between the Fund and one of the directors at Fujitsu. The charity Emmaüs Solidarité had an urgent need for 50 computers to make it possible for children at their shelters to continue to follow the online courses being taught by schools.

After sending out several requests to partners and being unable to find available computers, thanks to the contact with Fujitsu, within days, 78 computers were located and made available to the Fund to donate to charities and the families they support. The operation was a great success, and Fujitsu has renewed it in 2021 in support of Emmaüs Solidarité.



BANGLADESH

MANY DROPS MAKE LARGE RIVERS!

When the pandemic reached Bangladesh, one of the poorest countries in the world, lockdown conditions proved devastating for families in the slums, who found themselves without resources. The lack of food and hygiene supplies quickly became problematic and various entities took action to provide assistance.



WAHID, A LOVELY EXAMPLE OF SOLIDARITY

In Dhaka, during the lockdown families could not go out to work and quickly found themselves lacking the essentials. Wahid, director of the IDkids' social project for schools in Bangladesh, organized a collection among co-workers, family and friends, and members of the La Grameen NGO, so that the most destitute families in the slums could continue to have something to eat. Around €500 was collected. Along with the participation of a grocery store, **59 families** received aid in the form of food and soap. The food was distributed to families in need by the teachers at their children's schools. For its part, the Fund launched a crowdfunding event in France in support of these families. A total of €1500 was contributed by about 30 donors, which was in turn doubled by the Fund itself.

Professor Yunus, founder of Grameen Shiksha (education), was inspired by the project and in turn made a contribution of **€18,000**. Thanks to Wahid's initiative, €20,000 were raised to provide direct assistance to families living in the slums. For three months, **200 families** from among the poorest in Mirpur were able to receive free food and hygiene products.



UNCEASING COMMITMENT TO PUBLIC HEALTH

With the advent of COVID-19, **Radda Clinic, the health center funded by the Fund, found itself on the front lines** of raising awareness among families of social distancing. Located in the Mirpur slum, it provided assistance to children and their families during the pandemic. The four individuals who usually work on monitoring the health of children in schools were reassigned to prevention oriented activities to help keep the virus from spreading within a very dense population. **Thanks to these efforts, not a single family or child among the 1500 schooled by IDkids fell ill with COVID-19.**

HELPING CHILDREN MEANS SUPPORTING THEIR PARENTS TOO

EARLY CHILDHOOD AND PARENTHOOD

In 2020, as part of its commitments, the We Act For Kids fund sponsored a number of workshops for parents to help ensure the wellbeing of their children.



IN INDIA, CHARITIES ADAPTED THEIR EFFORTS TO HELP FAMILIES AND CHILDREN.

In Mumbai and Jaipur, teams from ATIA, who have been supported by the Fund for the past 10 years, held early childhood development workshops for very young children and their parents focused on establishing parental bonds and preventing development deficiencies.

These early childhood development workshops included mother-and-baby bathing, massage and playtime activities designed to foster positive interactions between mothers and their babies and strengthen their loving bonds.

These early childhood development and parental support activities were interrupted in late May 2020. The teams had to adapt their efforts in order to continue helping families and their children.

As in Bangladesh, when lockdown measures were

announced in India, families in the slums found it difficult to access necessary resources and food. The situation was compounded by extremely crowded living conditions. In these neighborhoods, curfews were in effect and enforced by the police.

Families were not allowed to go beyond their own street to find food or water.

Our workshop organizers took it upon themselves to locate food supplies, and found organizations who were distributing food and hygiene kits to families. To ensure this information reached the families in need, each workshop organizer got in touch with the families supported by their charity and made sure they were fully informed of the services set up in their area. In turn, these mothers passed the information on to their neighbors.

"Formidable efforts during a difficult year"



"All told, the teams made contact with over 50 organizations and helped bring assistance to 2,300 families."

FRANCE SOCIAL INCLUSION AND IMPROVING THE LIVES OF FAMILIES



CLOTHING AND TOYS FROM A CHARITY SALE FOR EMMAÛS SOLIDARITE

In 2020, through various charity events, the Fund together with IDKIDS, Okaidi and Oxybul brands, supported **Emmaüs Solidarité**, a charity that provides shelter to more than 5000 families in distress in the Paris region and the Loir et Cher department of France.

In January 2020, We Act For Kids held a charity sale in partnership with Emmaüs Solidarité in Paris. This was made possible thanks to the donation of unsold goods by the Okaidi and Oxybul Eveil et Jeux brands, allowing families in difficulty to purchase new products at 80% off of their retail price, while helping these companies make good use of surplus clothing and toys.

The feedback from the volunteers was unanimous: "What a pleasure it was to be useful, to take part in this type of event, and to share these moments of sharing and caring together."

The charity sale was hosted by 60 volunteers from among these partner brands' employees as well as from Emmaüs Solidarité. Together they wholeheartedly prepared the sale, helped attending families, managed the checkout, and handled inventory organization and storage.

The event was held on a Saturday, and 500 families benefited from it. Many children were also present. They danced to the sounds of guitars from the live concert that was performed, while others colored a fresco

on the Rights of the Child.

Emmaüs Solidarité and We Act For Kids raised €9,000 from the charity sale to fund their activities in support of highly vulnerable families.



1 STAR = 1 TOY

In December 2020, Oxybul Eveil et Jeux offered children the opportunity to draw on their creativity so that all children could enjoy Christmas too. The goal of the "1 Star = 1 Toy" project was to donate Christmas presents to disadvantaged children while making it possible for other children to take part in these efforts. Children were invited to draw a star, and for each decorated star, Oxybul would donate a toy to a child received at an Emmaüs Solidarité shelter.

Through the participation of children in December 2020, 5567 toys were donated to children housed in these shelters.

THE "LOVE MAILLE" KNITTING WORKSHOP HELPS RESTORE SELF-CONFIDENCE AMONG MOTHERS IN DIFFICULTY

Since 2011, the We Act For Kids fund, together with the Amitié Partage charity in Roubaix, France, and the Jacadi brand, have been assisting women with job training and placement.

More than 300 unique items for ages 3 months and 6 months are knitted by hand each year by these women, who also receive career counseling while building their self confidence. Connections are also made between the teams of the Paris-based brand who create the clothing models. These Love Maille clothing for newborns are sold through the Jacadi website, and the proceeds are donated back to the charity.

Since the program began, 117 women from the job placement program have been employed. Despite having experienced many personal difficulties, many of the women are able to find new jobs and/or qualifying training program. Leyla entered a training program and then employment in electrical systems, while Jeanne is doing a Masters in Education to work with those in difficulty.

In 2020, some of these women contracted COVID-19, including Annie, the workshop organizer. Notwithstanding, all the models were knitted as the program adapted and switched to remote work with regular follow-ups.



MADAGASCAR



TOHANA AND JACADI – A TOTE BAG SOLD TO HELP MOTHERS IN DISTRESS FIND A JOB

In 2019, the We Act For Kids fund helped establish a collaborative project between the ATIA NGO and the Jacadi brand. The result was the founding of a new charity, Tohana ("help" in Malagasy), which set up dressmaking training workshops in the slums of Antananarivo. Jacadi used remainders of its Liberty fabric to create a tote bag which it sold in France and throughout Europe and donated the proceeds to Tohana. LOI, one of Jacadi's suppliers in Madagascar, helped with the project creation and setup. **14 mothers in need were recruited, trained, and these women then sewed and embroidered an initial batch of 3000 tote bags.**



Hasina was 33 years old when she began to receive help from the Koloaina charity. She lives in Antananarivo, Madagascar, in one of the city's slums. 2019 was a very difficult year for her with the departure of her husband and as she struggled to care for her two daughters on her own. When she heard that a dressmaking training workshop was being set up, she immediately wanted to take part. She joined the workshop together with 13 other women, and for 7 months she was trained in dressmaking while receiving wages to cover her needs. During this time she also sewed the

Jacadi tote bag using Liberty fabric, and the proceeds from the sale of the tote were in turn used to support the mothers and the workshop project.

During the workshop, Hasina stood out for her focus, motivation, and especially her determination to build a better life and improve her financial situation. These qualities were validated when only six weeks after completing her training she found employment at a garment factory.

She has been employed for 16 months, and her salary has increased from €43 to €61. She is happy because she can now meet the needs of her children and pay for their schooling.

"3 more training workshops were set up, and by the end of 2020 48 women had been trained. More than half of them have already found employment despite the pandemic and the local economic situation."

LEARNING IS KEY TO CHOOSING YOUR OWN PATH



CHILD EDUCATION AND DEVELOPMENT

In 2014, Okaidi and the Fund set up a social business together with garment factories in Bangladesh, to help mothers in difficulty earn a living as well as to fund the schooling of children in the slums. Founded in partnership with Grameen Shikha, the NGO founded by Professor Yunus, the project funded the education of 1400 children for grades 1 through 6. To help care for the children's health, the Fund also funded the establishment of a health clinic within the slum. And to help further the children's holistic development, music, art, dance and sport classes were set up as well.

But on March 16, 2020, the government of Bangladesh announced the closing of all schools to protect the health of children and to contain the spread of the coronavirus. **Without computers or internet access, children in the slums found it impossible to continue their classes remotely. Despite the school closings, the teachers continued to follow up**

"Thanks to the teachers' efforts, over 90% of the students passed their final exam despite having to take it at home under very difficult circumstances."

on the children, traveling to students' homes to provide certain classes.

Teachers also welcomed students to their own homes in small groups of five or six, for once a week tutoring. All continued to practice social distancing and none of the children or teachers fell ill. Thanks to the teachers' efforts, **over 90% of the students passed their final exam** despite having to take it at home under very difficult circumstances.

As of this writing, the schools in Bangladesh are still closed. They were scheduled to reopen on March 31, 2021, but that has been pushed back due to the high number of COVID-19 cases. Teachers continue to travel to students' homes in the slums to deliver school materials and teach some classes in person. Their commitment day in and day out, reflects the importance of education for these children and their teachers.



MAKING THE RIGHTS OF THE CHILD ACCESSIBLE TO ALL

In 2019, ASMAE, Okaidi and We Act For Kids created an escape game that introduces the rights of the child. The escape game was first launched on international Children's Day in November 2019. Young people volunteering with the charity as part of their civic responsibility introduced the game to schools in early 2020.



Children playing the game must find Nathan, a young boy who works on children's rights and who has disappeared. The game was designed to help children learn about children's rights and respect for children around the world. To reach as many children as possible, ASMAE decided to create an online platform to raise awareness of children's rights.

In November 2020, with the support of We Act For Kids and Okaidi, the Asmae Sœur Emmanuelle charity launched a MOOC (Massive Open Online Course) on the rights of the child at a new website: yallapourmesdroits.fr.

This online platform is for children ages 8 to 12 years and is also designed to be used by schools. The website includes a host of activities including videos, games, quizzes and challenges, designed so that children can have fun as they learn. Educational videos are hosted by the project's sponsor, Joan Faggianelli from children's French TV channel Gulli.

The goal of this platform is to teach children about the International Convention on the Rights of the Child and help them become aware of the role they can play in society.

Through this MOOC the charity was able to reach 10,000 students in 80 schools, and over 23,000 children logged on to learn more about their rights.

KOZAMA IN MADAGASCAR

For 10 years the Fund, in partnership with ATIA/INTERAIDE, has been helping destitute families in Antananarivo. Every year it co-funds 14 preschools which prepare 2300 children living in high risk conditions for entering primary school.

Kozama is a Malagasy charity which provides preschool classes at public schools in the poorest neighborhoods of Tana. Each class has 25 to 30 students ages 3 to 5 years; classes are held for 3-1/2 hours, 4 times a week. The classes are staffed by educators trained by Kozama.



In March 2020, the schools were forced to close as they did around the world. The teams on the ground continued to follow up on the families and provide assistance, but not being able to go to school has made this past year a very difficult one for the children. During the school closures, the Kozama teams worked on establishing contacts with new primary schools and creating new teaching tools such as school workbooks by level and by subject. To help the children catch up after falling behind due to the school closures, catch-up classes were held for 565 students in 3 primary schools in October.

CHARITIES IN FRANCE



ENSEMBLE POUR L'ÉDUCATION

This non-profit association's mission is to address the educational challenges of modern society by making early childhood education—key to equal opportunity—a priority. It examines and raises awareness of the impact of a child-centered nurturing education on child development.

Project supported: Research and Action: the development of educational tools for early childhood education professionals. Amount donated: €20,000



CONDITION PUBLIQUE

Based in Roubaix, France, Condition Publique is a non-profit creative lab that brings together artistic, cultural and creative individuals to address urban, social and environmental challenges.

Project supported: "Digital lab" creative workshop for disadvantaged children
Amount donated: €2,000



LES CLOWNS DE L'ESPOIR

This charity is made up of professional clowns who perform in the pediatric wards of hospitals in northern France, to give children suffering from illness and undergoing treatment an opportunity to rediscover the joy of childhood.

Project supported: Visits to and performances for hospitalized children. Support for the charitable associations belonging to the Fédération des Clowns Hospitaliters.
Amount donated: €10,675



LE PÈRE NOËL EST-IL UN ROCKER?

This organization holds concerts to raise funds so that underprivileged children in the Lille area can receive presents at Christmas.

Project supported: Distribution of toys and holding of events for disadvantaged children in Lille and Roubaix. Amount donated: €3,000



LA VOIX DE L'ENFANT

La Voix de l'Enfant is an association of 80 organizations working in 103 countries whose mission is attentiveness to and defense of the rights of children "whoever and wherever they may be".

Project supported: Donation of school supplies for 383 children. Donation of diapers and milk for babies.
Amount donated: €24,150



AMITIÉ PARTAGE

This charity distributes food and clothing to deprived families in Roubaix as well as assists with social insertion. It also helps women regain their self-confidence and find employment through its Love Maille job training and placement program.

Project supported: We Act For Kids and Jacadi have for the past 6 years funded a job training and placement program together with Amitié Partage in Roubaix that includes a knitting workshop.
Amount donated: €11,000



FRANCE PARRAINAGE

In France, a local mentor from the association provides emotional support for children in difficult family circumstances. Elsewhere in the world, it helps give children access to schooling and medicine.

Project supported: Developing more local mentors and support of mentors. Amount donated: €6,154



ASMAE

This NGO supports the rights of children in France and abroad.

Project supported: The "Yalla pour me droits" website and school programs to educate children on their rights. Amount donated: €29,938



EMMAÛS

Emmaüs Solidarité is a charity that fights against poverty and social exclusion. Its main focus is to assist homeless persons and families.

Project supported: Charity sales for families at the Emmaüs shelter in Paris: 15,000 clothing and toy products donated. Amount donated: €3,706

INTERNATIONAL NGOS



GRAMEEN SHIKKHA

This NGO's mission is to provide schooling for the children living in the slums of Bangladesh. It is part of the Grameen NGO founded by Muhamad Yunus, winner of the Nobel Peace Prize.

Project supported: Schooling of 1400 children in the slums of Dhaka.
Amount donated: €84,000



ATIA

ATIA is an NGO specializing in the design and deployment of social development programs. It helps destitute families improve their living conditions (social, health, education, employment, income) themselves.

Project supported: Assistance to families in India and Madagascar. Schooling in Madagascar.
Amount donated: India: €30,000; Madagascar: €30,000



PARTNERS

This charity opened the Maer School shelter in Dhaka which provides protection, schooling and job training to 80 street children.

Project supported: Street children shelter in Dhaka.
Amount donated: €10,000



RADDA CLINIC

This health clinic in the Mirpur slum of Dhaka provides health care services to the local community and to the poorest in particular.

Project supported: The Fund financially supports the health clinic so that 1500 schoolchildren and their parents can receive regular medical checkups and care. Amount donated by the social business associated with the Fund: €21,000



TOHANA

Tohana is a charity that provides job training in dressmaking to disadvantaged mothers in Antananarivo to help them find employment.

Project supported: Training at-risk mothers in dressmaking and the making of products for Jacadi charity sales.
Amount donated: €29,000

PARTNERS

okaïdi

OKAIDI

Okaidi is a clothing brand for children ages 0 to 14 years which also operates its own chain of retail stores.

jacadi
PARIS

JACADI

Jacadi is a French ready-to-wear company and brand specializing in clothing for children ages 0 to 12 years.

oxybul
Eveil et Jeux

OXYBUL

Oxybul Eveil et Jeux is a brand specializing in entertaining and educational games and toys.

Rigolo
Comme
La Vie!

Rigolo Comme La Vie

Rigolo Comme La Vie sets up childcare centers, mini nurseries, and child play centers, with the goal of "creating social connections that support early childhood, childhood, and parenthood."

SPONSORS

FONDATION
DECATHLON

DECATHLON FOUNDATION

The mission of this foundation is to make the joys and benefits of sports accessible to those in economically precarious living conditions. The foundation has financed the renovation of a sports ground in Bangladesh for the children whose schooling is supported by the Fund.

Pic&Pick

PIC&PICK

Pic&Pick, the stock images company, donates a percentage of its revenue to non-profits, including the We Act For Kids fund, in support of their activities.

fonty
DEPUIS 1989
CREUSE - FRANCE

FONTY

French textile company Fonty shares the values of respect and sharing espoused by Jacadi. It donated its top quality merino wool to support the Love Maille project organized by the Amitié Partage charity together with Jacadi.

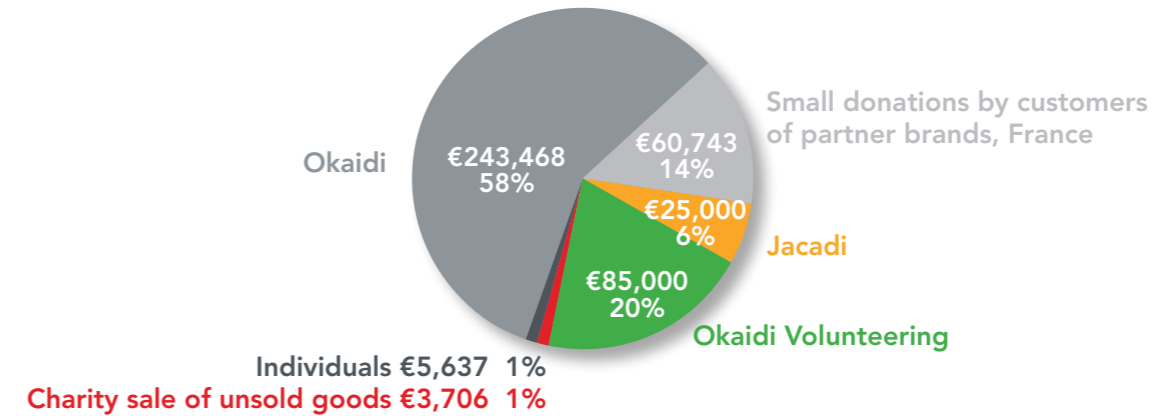
FUJITSU

FUJITSU

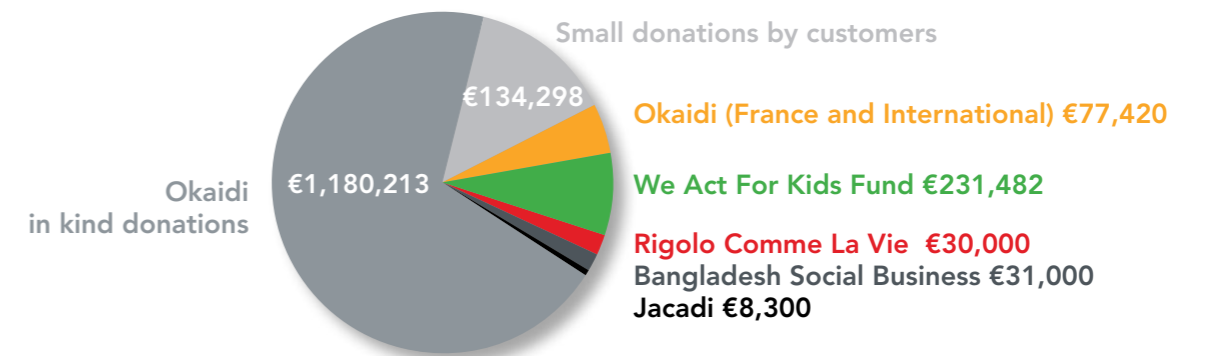
Fujitsu produces a range of computer and technology solutions, services and products. In cooperation with the Fund, it donated 80 computers to children housed by Emmaüs Solidarité while schools were closed due to the pandemic.

FINANCIAL STATEMENT

RESOURCES TOTAL DONATIONS RECEIVED BY THE WE ACT FOR KIDS ENDOWMENT FUND: €423,554



TOTAL DONATIONS DISBURSED BY THE FUND AND PARTNERS: €1,692,713
incl. €512,500 monetary donations



HUMAN RESOURCES

VOLUNTEERING

For more than 10 years, the Fund has been working to provide volunteering opportunities for employees of its partner companies. These companies allow their employees to take one work day a year for volunteering; many of the same employees also volunteer during their time off at charity sale events.

In 2020, 235 volunteers from Okaidi, Oxybul Eveil et Jeux, Jacadi, and IDkids, took part in charitable activities with the Fund and the associations it supports. The charity sale held in January 2020 was made possible by the participation of over 60 volunteers from Emmaüs Solidarité and IDkids brands.

GIFTS IN KIND

PARTNERING WITH DONS SOLIDAIRES FOR OVER 10 YEARS.

Unsold items from Okaidi, Oxybul Eveil et Jeux, and Jacadi, are donated to charities, primarily Dons Solidaires. Dons Solidaires distributes the donated goods to over 140 charities in France who provide assistance to 169,000 persons a year. Regional chapters and volunteers assist the charities receiving the contributions.

Dons Solidaires has set up partnerships with other European countries to broaden the distribution of basic goods to families in distress.

Total retail value: €1,180,213

Number of items donated in 2020: 413,174

2021 OUTLOOK AND CHALLENGES

2021 STRATEGIC FOCUS



FUNDRAISING

- Financial participation by the IDkids ecosystem.
- Small donation campaign by Catimini
- Donations of loyalty program points to the Fund by IDkids customers
- Development of online charity sales.



MEDIA IMPACT

- Presence on social networks and dissemination by partner associations.
- Development of the weactforkids.org website.



GROWTH

- Development of online charity sales.
- New social business in Bangladesh. Dressmaking training for mothers living in the slums.
- Expanding the Tohana project in Madagascar.
- Community engaged internationally.



PROFESSIONALIZATION

- Impact study
- IDEAS certification



MORE THAN A BAG

Okaidi is committed to providing assistance to mothers in the slums of Dhaka through the manufacture and charity sale of a small backpack created for this purpose. The brand, together with the Fund, support the Hope in Bangladesh NGO. This charity provides dressmaking job training to mothers in great difficulty, to help them find employment or start their own business.

In partnership with a local factory involved in the project, Okaidi arranges for the backpacks to be sewn by the mothers who have completed the job training. The backpacks will be sold in stores and online in September 2021 and the proceeds will be donated to the schooling of children in the slums of Dhaka.

MEASURING OUR IMPACT

Since 2019 the We Act For Kids Fund has been working on ways to measure its impact. The Catholic University of Lille, the Alliances professional network, and the Atia-Interaide NGO, provide their expertise in these matters. In 2020 the project released its initial results, which have proved encouraging.

Measuring our impact to improve it

Measuring our impact allows entities of the Social and Solidarity Economy to demonstrate the effectiveness of their efforts to address the social issues which are the focus of their mission, to improve their performance, and to make the necessary strategic choices to provide lasting solutions to the causes they are committed to. Efforts to assess such measures must be well organized (through a formal, well-overseen process), and objective (through the support of third parties and external experts).

Measurements should be enduring, transversal, and comprehensible

The Fund is firmly committed to the professional standard expected of not-for-profit organizations. Our approach is based on the benchmark practices of the non-profit sector. It relies on three expertises which go hand in hand:

1. Identify the determining factors of the financial models of sustainable social businesses, together with the Trend(s) chair at the University of Lille.
2. Develop a methodology for assessing the shared social impact of the involved parties working in northern France, together with the Enterprise Foundation Club of the Alliances Network (and its dedicated SoBizHub branch), and the Social Impact Enterprise and Business Chair at the Catholic University of Little (as part of a interdisciplinary master's programme).
3. Use a social-economic categorization tool to measure the poverty level of all beneficiaries as well as changes to these levels as a result of social business projects, together with Atia-Interaide.

Summary

	Trend(s)	Guide SoBizHub	Family photo
Type	Research	Study	Application
Sector	Business Social	Business Social	All Activities
Partners	Private-Public	Consortium University-Enterprise	Partnerships Non-Profits
Benchmarks	International	International	International

WHAT WE DO

To see videos of activities supported by the Fund,

please visit our YouTube channel: WE ACT FOR KIDS FUND

For more information and the latest news about the Fund's activities,



please subscribe to our newsletter: <https://www.weactforkids.org/inscription-newsletter>



Visit our website: weactforkids.org

THANK YOU!
VOLUNTEERS
CHARITIES
PARTNERS
AND CUSTOMERS
FOR YOUR
DEDICATION

WE ACT
F♥R KIDS
FOND'ACTIONS