

**WE ACT
FOR KIDS**
FOND' ACTIONS



**ACTING TOGETHER FOR THE WORLD'S
MOST VULNERABLE CHILDREN**

ANNUAL REPORT 2022

ACTION, INNOVATION, UNITY

OUR MISSION

The We Act for Kids Fond'actions helps children and families in vulnerable situations and fosters generosity. It works with NGOs and charities to implement positive initiatives that provide support for underprivileged children all over the world.

It rallies a community of stakeholders committed to the We Act for Kids cause to implement innovative and sustainable actions to safeguard children's rights and their environments.

SDG (Sustainable Development Goals)

The We Act for Kids Fond'actions works towards several Sustainable Development Goals (<https://sdgs.un.org/goals>):



OUR AREAS OF ACTION

We work on continents such as Asia, Africa and Europe to provide education for the most vulnerable children and for the inclusion of disadvantaged parents.

ACCESS TO EDUCATION to choose your own path

Educating children so they can build self-confidence and hope for a better future.



INCLUDING PARENTS to help their children

Providing training for parents to improve living conditions for the most vulnerable families.



OUR VALUES

The We Act for Kids Fond'actions supports the holistic development of the most vulnerable children so that they grow up to be responsible adults who contribute positively to the world around them. It adheres to a code of ethics and follows the guidance of its board of directors, which determines the fund's strategy.

The We Act for Kids Fond'actions gets private companies, public authorities and individuals on board to help the most vulnerable children.

OUR HISTORY

The We Act for Kids Fond'actions was founded by IDKIDS (Okaidi, Obaïbi, Jacadi, Oxybul éveil et jeux, Rigolo Comme La Vie) to develop a sense of generosity and to reconcile economic and human values.

- 2003 Creation of the Okworld Fond'actions
- 2007 Okworld becomes a corporate foundation
- 2011 The foundation held by Oxybul éveil et jeux joins the Okworld foundation
- 2015 Okworld becomes the IDKIDS corporate foundation
- 2018 The IDKIDS foundation becomes the İDKIDS COMMUNITY endowment fund
- 2020 The endowment fund is renamed We Act For Kids Fond'actions

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KEY FIGURES 2022



2022 REPORT
Editorial Director Pierre Arlaud Chief
Editor Cécile Delivre
Printed on paper sourced from sustainably managed forests

FOND'ATIONS WE ACT FOR KIDS
162 boulevard de Fourmies
59100 Roubaix - FRANCE

GOVERNANCE

"The purpose of the non-profit, general interest fund is to help, through its own programmes and by supporting humanist projects, protect children and their fundamental rights, education, health, autonomy and citizenship, especially by promoting the preservation and improvement of their living environment and parental support."

(Article 3 of the fund's Articles of Association)



WE ACT FOR KIDS ORGANISATIONAL STRUCTURE

BOARD OF DIRECTORS

In accordance with the We Act For Kids Articles of Association, the Board of Directors is the main governing body. It is made up of various stakeholders such as the founders, key stakeholders and outside experts, who contribute their expertise to the fund on a voluntary basis.

It sets the fund's strategy and main priorities and approves the projects selected. Members serve three-year terms, which are renewable.

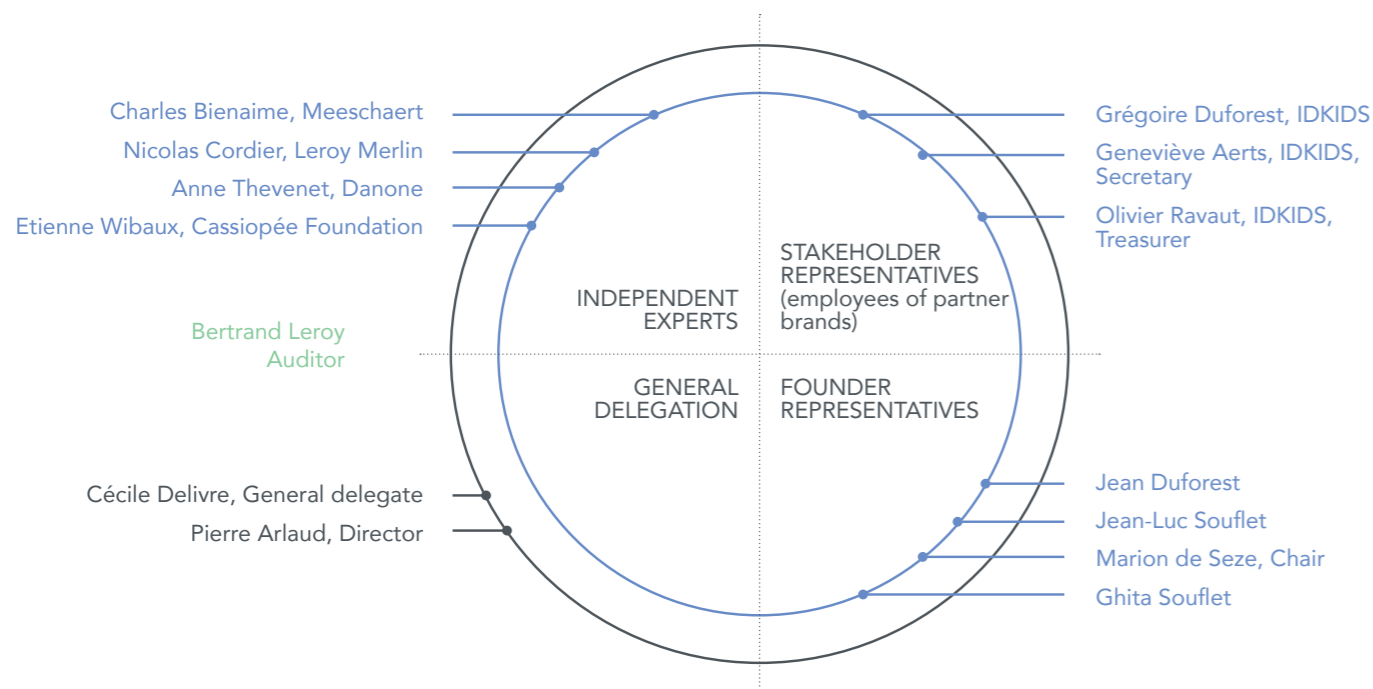
The board of directors is led by the general delegate

Cécile Delivre and the director Pierre Arlaud.

The board of directors meets twice a year. In 2022, the board met in June to review the fund's performance and finances and to approve the accounts for 2021. The board met again in November 2022 to approve the 2023 strategies and budget.

11 DIRECTORS:

- 4 founder representatives
- 4 qualified experts in fields related to the fund's activities
- 3 donor representatives



Changes in 2022:

- New auditor: Bertrand Leroy appointed

OPERATIONS COMMITTEE

The general delegate and the director appointed by the board of directors form the operations committee. The committee selects projects based on specific criteria that are outlined in the pre-selection application filled in by candidates.

The operations committee is also responsible for monitoring the budget and implementing innovative social initiatives in partnership with private and public organisations.

The committee includes a secretary, treasurer and the chair of the foundation.

The operations committee met twice in 2022, in March and September, to address the projects to be funded, social business development and 2022 budget updates.

EXPERTS AND CONTROLLERS

The board of directors relies on committees of experts who work on various subjects related to the endowment fund.

THE AUDITOR is an external statutory auditor who verifies the accuracy of the fund's financial accounting. The auditor audits and certifies the fund's accounts, which are then submitted to the local prefecture for review.

THE AUDIT COMMITTEE ensures that all governance rules and the code of ethics are properly followed and that steps are taken to avoid the risks identified by the endowment fund. It is made up of two pro bono experts in management control and auditing, and one of the independent expert board members.

ROLE:

- Verify the internal functioning (governance, financial and accounting management, project management and evaluation).
- Oversee the identification, prevention and treatment of risks
- Challenge the implementation of the strategic plan

COMPOSITION:

- Ensure the five member profiles are included:
 - 2 outside members
 - 1 member of the board of directors
 - 2 members of the general delegation

FUNCTIONING:

- 2-3 meetings per year
- 1 email address
- 1 risk management tool
- 1 report after each board meeting

In 2022, the Audit Committee met twice, in May and November, to oversee the Fond'actions programme in Bangladesh. It also assessed the tools in place to ensure that the fund's decisions were independent of its sponsors.

3-YEAR STRATEGIC PRIORITIES 2021-2023

Take long-term action and develop social business



Strengthen our capacity for action and professionalise our tools

Raise and develop new sources of financing



Develop impact measurement and media communications

OPERATIONAL FOCUS 2022 STRATEGIC PRIORITIES



MEDIA IMPACT

DEVELOP THE MEDIA IMPACT AND ENGAGEMENT OF AN ONLINE COMMUNITY via social networks: grow our Instagram presence and launch a LinkedIn page.



The Fond'actions LinkedIn page was created in March 2022

There were **390** followers on 31 December.

A good engagement rate on LinkedIn is between 2% and 5%. Our average engagement rate on LinkedIn in 2022 was **7.2%**, which is much higher.

The most popular posts and those with the highest engagement rates were those showing what goes on behind the scenes at We Act for Kids, and events held with members of the IDKIDS ecosystem.

The best publication in terms of audience was a presentation on social business models which the Fund delivered at the Palais des Beaux Arts in Lille, which achieved an engagement rate of 14.6%.



INSTAGRAM

The Fund's Instagram account celebrated its first anniversary in December 2022. The number of followers increased by **52%** between January and December, from **305** to **464**.

The publication with the best statistics was the reel published in March on the mini-donations for Ukraine, which had a reach of 6,832. Reels achieve the best statistics due to being pushed forward by the algorithm.



VISIBILITY

3 press articles

- 2 on obtaining the IDEAS certification (Carenews and NordEclair)
- 1 on the "Fête ton look" children's fashion show (La Voix du Nord)

Increased visibility for the social project in Bangladesh through the local media. Pierre Arlaud and Cécile Delivre's trip to Bangladesh in April 2022 was an opportunity to renew ties after the pandemic and to raise the visibility of our work, with articles in the local press and regional television coverage of the sports event for schoolchildren.



GROWTH AND SUSTAINABILITY

ENSURE THE GROWTH AND SUSTAINABILITY OF OUR ACTIONS

Both the initiatives planned for 2022 were implemented.

- A new training workshop was introduced in June 2022 in partnership with the NGO Hope Worldwide France.
 - Sewing training for parents of schoolchildren in Dhaka.
 - English and IT lessons for secondary school pupils.

In December, Oxybul éveil et jeux stores began selling a reusable furoshiki that can be used to wrap presents. Made as part of a social integration programme in Tourcoing in northern France, it gave 10 women the chance to improve their job skills.

Profits from the sales were donated to the Fond'actions early childhood initiatives.



FINANCE EXPANDING OUR FINANCIAL PARTNERSHIPS

FOR ACTION IN EUROPE

- A widescale mini-donation campaign for Ukraine raised **€181,508** for Ukrainian families. IDKIDS employees also donated €3,564 for the families on the HelloAsso website. The funds were donated to the French Red Cross to be redistributed as needed.
- IDKIDS loyalty point donations were introduced in 2022, and we will start promoting and tracking the scheme in 2023.
- An online charity sale was held with Label Emmaüs and their endowment fund, Trëmme. In 2022, Jacadi and Okaidi donated 5,000 products to be sold on the Label Emmaüs website. The sale raised over €6,000, which helped the Amitié Partage charity to promote their initiatives and provide digital training for their beneficiaries and volunteers.

FOR ACTION IN BANGLADESH

- The AnBer Foundation supported our Bangladesh schools project for the second time, and contacts were made to find new businesses in Dhaka to help fund the programme. The G Star foundation agreed to pay for classes at the high school where the first children will be enrolled in 2024.
- Corporate foundations of textile companies co-funded sewing courses for the parents of children being schooled through the IDKIDS and We Act For Kids programme, in partnership with the NGO Hope Worldwide France.
- Sponsorship of schoolchildren in Bangladesh rose in 2022, with 32 IDKIDS employees sponsoring and financing the education of 20 children.



PROFESSIONALISATION IDEAS BEST PRACTICES

After certifying the We Act for Kids Fond'actions, the IDEAS Institute requested improvements to some of the 90 best practices assessed. This continuous improvement approach is part of the IDEAS certification agreement and the requests are being handled by the Audit Committee.



IMPACT STUDIES

Study by the University of Lille (IAE)

Since 2019, the We Act for Kids endowment fund has been improving the way it measures its impact.

In 2021, the TREND(S) chair at the University of Lille (IAE) commenced a study to examine the impact of the Fond'actions' three social businesses set up with partner brands (especially IDKIDS partners), in Bangladesh, France and Madagascar.

The aim of the research is to understand what conditions help these social businesses to succeed, so they can be reproduced.

Isabelle Collin-Lachaud, University Professor, founder and scientific director of the Trends Chair at the University of Lille, reported on progress:

"82 qualitative semi-structured interviews were conducted with all stakeholders [...]. Children in the schooling programme in Bangladesh produced over 60 drawings, and further interviews were carried out among beneficiaries of the Love Maille project in Roubaix in early 2023."

The data is currently being examined, and has been put to good use in various ways:

- The initial findings are being drafted and will be published in an article in a major international scientific journal.
- The research was presented at the "Business and Anthropocene" day held on 5 July 2022 at the Palais des Beaux-Arts in Lille. More than 160 participants attended the event, which was covered by the press.

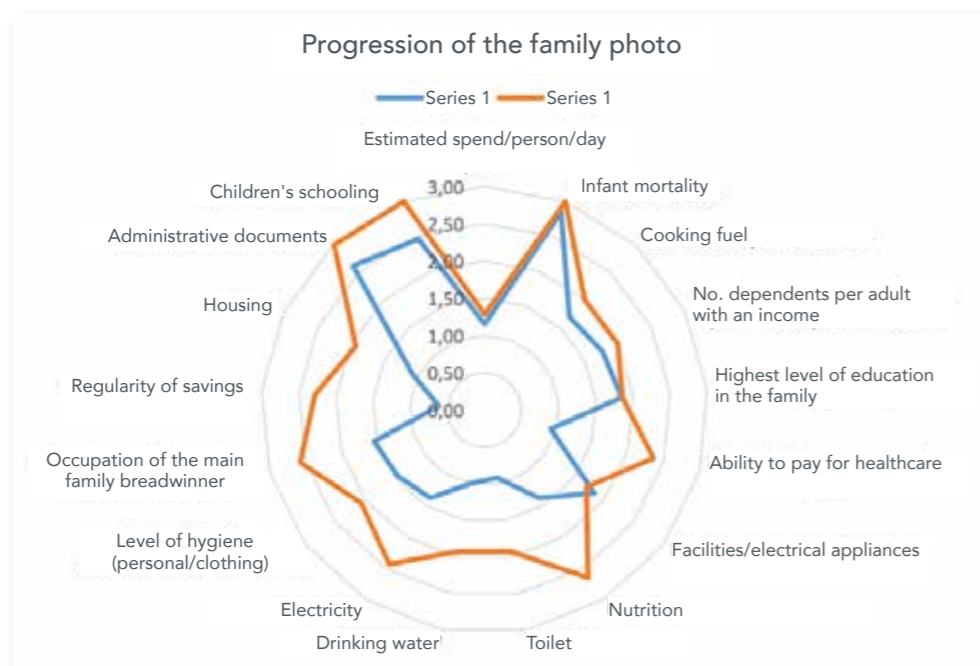
ATIA family photo

Since 2019, 84 women have been trained as dressmakers at the Tohana workshop in partnership with Jacadi. 67 women have completed the training course and 90% of them have found a job.

The impact of this training is measured by the ATIA organisation using a "family photo" method.

Based on 17 criteria such as education, hygiene and financial resources, the family photo is a diagram that illustrates changes in families' standard of living between the start of the programme and one year later.

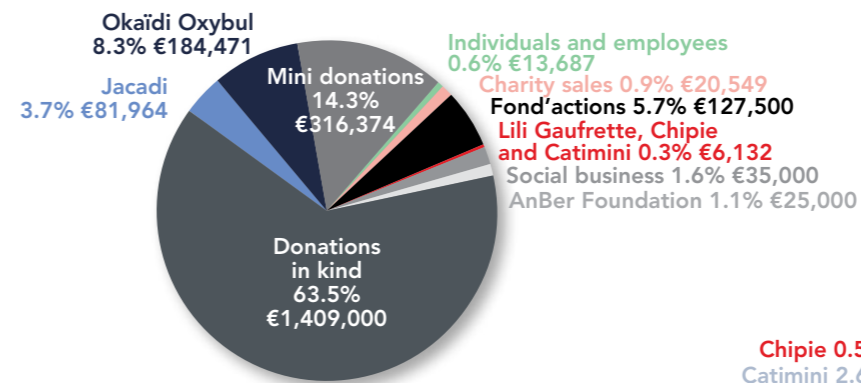
In 2022, 14 new beneficiaries completed the Tohana training course and saw their family photo score rise by 10.87 points: a more than tenfold increase in their standard of living.



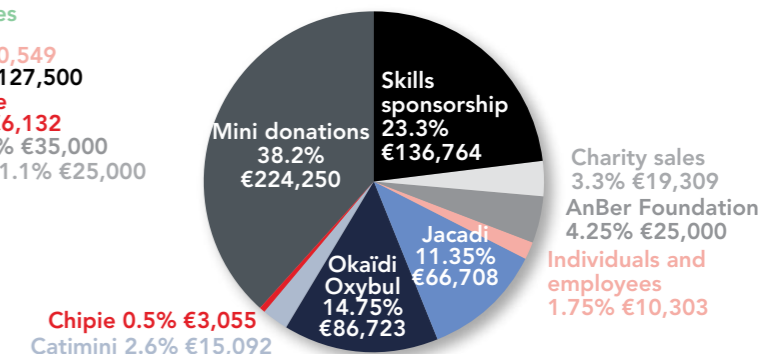
2022 family photo of Tohana in Madagascar: a tenfold increase in their standard of living.

RESOURCES

AMOUNTS DONATED BY FOND' ACTIONS & ITS PARTNERS: €2,031,476
monetary donations: €810,677



DONATIONS RECEIVED BY THE WE ACT FOR KIDS FUND: €587,204
monetary donations: €450,440 (not incl. skills sponsorship)



DONATIONS IN KIND

In 2022, unsold goods from partner brands Okaïdi and Oxybul éveil et jeux were donated to charities, mainly Dons Solidaires, in the same proportions as in 2021. Dons Solidaires distributes non-food items to over 1,000 charities in France, benefitting 169,000 people a year.

Number of products donated in 2022:
Okaïdi: 431,369 Clothes, Oxybul: 8,277 Games

FOND' ACTIONS INCOME AND DONATIONS

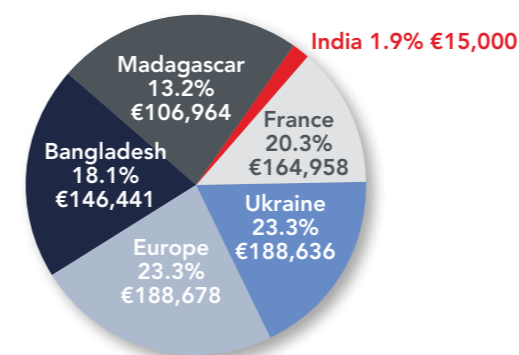
The fund received fewer non-earmarked donations in 2022, but inward earmarked contributions increased due to the mini-donations for Ukraine.

The amounts of overall donations made by the endowment fund were higher than those in 2021. They totalled €478,559 (earmarked and non-earmarked donations).

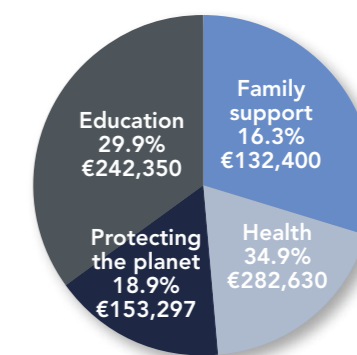
MINI DONATIONS

These amounts increased in 2022 as a result of the mini donations for Ukrainian families.

BREAKDOWN OF DONATIONS BY COUNTRY: €810,677



BREAKDOWN OF DONATIONS BY AREA OF ACTION: €810,677



Compared to 2021, actions in France dropped as schemes to help Ukraine were introduced. In the other countries, donations were more or less the same, with a slight increase in Madagascar and Bangladesh.



2022 HIGHLIGHTS



JANUARY

Fond'actions was awarded the IDEAS label. Jacadi and Okaidi donations and the introduction of Label Emmaüs sales with the Trëmma fund for Amitié Partage. IDKIDS employees sponsored children to attend school in Bangladesh.



FEBRUARY

Okaidi's More than a bag went on sale.

New Tohana by Jacadi products for the social business.



MARCH

Mini donations for Ukraine. Mini donations for the Chemins d'Enfances charity.

The Fond'actions LinkedIn page went live.

New Jacadi X Tohana solidarity pouches.



APRIL

The fund supported Les Clowns de l'Espoir on 'Common Good' night.

The Absorba teams held a solidarity day with Ludopital.



MAY

Children's rights awareness initiative among IDKIDS teams by Asmae Association Sœur Emmanuelle



JUNE

VIP fundraiser sale in Lille, with the Sport dans la Ville association.

Childcare centre opened in Madagascar for the children of mothers being trained by Tohana and Jacadi

JULY

Women from the Jacadi Love Maille workshop went to see A Midsummer Night's Dream at Opera Bastille in Paris.

Our annual report published on the We Act for Kids website in French and English.



AUGUST

Training centre opened in Dhaka with sewing courses for parents of schoolchildren and IT and English courses for secondary school students



SEPTEMBER

IDKIDS employees took part in the **Foulées de Ludopital race in Roubaix.**

Mini donations drive to combat bullying at school with Asmae Association Sœur Emmanuelle.



OCTOBER

Red nose sale to raise funds for children in hospital in 9 countries.

Children's fundraiser fashion show with Dons Solidaires for families in Tourcoing.



NOVEMBER

Charity sale at La Condition Publique in Roubaix.

Love Maille collection unveiled at the Jacadi site.



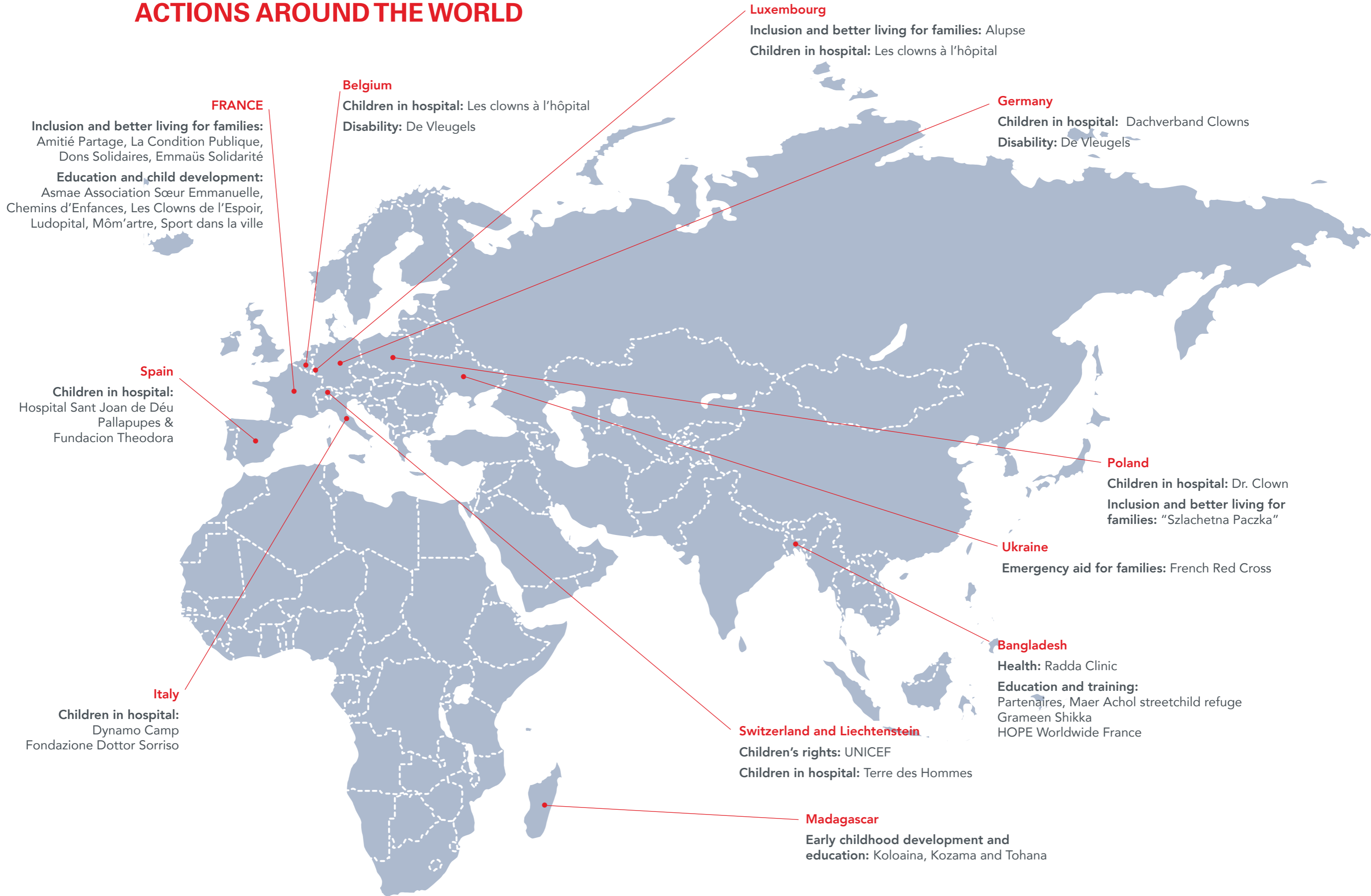
DECEMBER

Giving Tuesday and the sale of social business products at IDKIDS.

Furoshikis introduced: a socially and ecologically responsible product made in France and distributed by Oxybul.



ACTIONS AROUND THE WORLD



INTERNATIONAL: FUNDRAISING FOR UKRAINE AND CHILDREN IN HOSPITAL

THE IDKIDS COMMUNITY PULLS TOGETHER TO SUPPORT UKRAINE

When war broke out in Ukraine on 24 February 2022, the We Act For Kids Fond'actions immediately appealed to the generosity of the IDKIDS community to help families in the country.

From March onwards, Okaïdi, Jacadi, Oxybul éveil et jeux and Catimini organised an **in-store mini-donation drive among customers and raised €181,508**. Individuals and IDKIDS employees donated €3,564 via the HelloAsso fundraising platform.

A total of €185,072 was raised to host refugee families and children and provide them with financial aid. Most of the donations were given to the French Red Cross.

In Poland, the donations went straight to a local charity that takes in Ukrainian refugee children. Okaïdi also donated clothes to the Polish charity Ocelanie Fundacja, which specialises in welcoming refugees and helping them to settle into their host countries.



€185,072
raised

263,000
generous donors

50,000
clothes and games
collected

BRINGING A SMILE TO CHILDREN IN HOSPITAL ALL OVER THE WORLD

The "Offer a smile" campaign, introduced in 2017 by We Act for Kids with the Okaïdi and Oxybul éveil et jeux brands, has expanded to many countries. The idea is simple: selling red noses to fund the work of clowns who visit children in hospital.

In 2022, Okaïdi, Obaïbi, IDKIDS, Catimini and Oxybul sold red noses in nine countries to brighten up the life of children in hospital.



Some figures since 2017

500,000
red noses sold

€300,000
donated to charities

16
countries

ITALIAN GENEROSITY

Like every year since 2017, Italy contributed the most donations in 2022, raising just over €10,000 for the Fondazione Dottor Sorriso, followed by France with €8,162 raised for the Hospital Clowns organisation.

€26,750
Total amount raised in 2022



Our Belgian teams doing their bit for the hospital clowns

FOND' ACTIONS VISITS BELGIUM

The Fond'actions team travelled to Brussels in October to meet teams from the Okaïdi shop in Brussels and the Fable Ronde – Les clowns à l'hôpital charity, to discuss the importance of the scheme in Belgium, both for their organisation and for children in hospital.

Red nose sales over the last five years have raised around €30,000 for the charity and helped around 2,250 children, most of whom are hospitalised in the Brussels region.

Flash this QR Code to watch the film made on the day





ACTION

FOR THE EDUCATION OF UNDERPRIVILEGED CHILDREN AROUND THE WORLD

Since it was founded, the Fond'actions has been working to promote access to education for disadvantaged children in developing countries. The fund also works with NGOs to raise awareness of children's rights, so that children can become responsible adults who play an active role in the world around them.



INNOVATION

THAT SUSTAINS AND PROMOTES INCLUSION

The We Act for Kids Fond'actions is rolling out new initiatives to include and train mothers, as their social needs require sustainable economic solutions. Together with our sponsor brand partners, the We Act For Kids fund has introduced sewing courses and the sale of products that fund training workshops for mothers in situations of hardship, enabling them to return to work.



UNITING

A COMMUNITY OF VOLUNTEERS

The Fond'actions is committed to building a community of volunteers and donors to support education, early childhood development and parenting projects. We rally our partner brands and their employees, foundations and individuals, to kindle their generosity towards the schemes we run with NGOs and charities to help the most vulnerable children.

ACTION

Since it was founded, the Fond'actions has been working to promote access to education for disadvantaged children in developing countries. For over 10 years it has been providing early childhood development support to vulnerable families in India and Madagascar with the NGO ATIA.

2022: 4 NEW EDUCATION SCHEMES

- A new childcare centre in Madagascar
- English and IT lessons for schoolchildren in the slums of Dhaka
- A campaign run with Asmae Association Sœur Emmanuelle in France to prevent bullying at school
- Parenting support workshops with Chemins d'Enfances



A NEW CHILDCARE CENTRE IN MADAGASCAR:

Since 2019, We Act for Kids Fond'actions and Jacadi have been supporting the Tohana charity in Madagascar, which helps women from vulnerable neighbourhoods in Tana. Tohana runs sewing workshops for the women and helps them to find a job.

The Akany Kids childcare centre was opened in June 2022 for mothers doing vocational training who needed stable childcare in a setting designed for early childhood development.

Akany Kids looks after children from ages one to

five while their mothers are being trained at Tohana. The team is made up of three nannies; they are also women in vulnerable situations, who undergo a year's training to become childcare professionals.

"These workshops help us to understand what these women need and to answer parents' questions about their children's education"

Hasina, Operations Manager of Tohana activities

Activities to enhance parenting skills have been created with the Rigolo Comme La Vie network of French nurseries.

These workshops cover a range of topics, such as Understanding your child better, Health and development, and How to deal with childhood illnesses.

AKANY KIDS OPENED IN 2022

Number of beneficiaries: 14 children and 3 nannies
NGO: ATIA in Madagascar

BANGLADESH



FONDS D' ACTIONS TRIP TO BANGLADESH WITH A CONCERT AT THE FRENCH EMBASSY

In April 2022, the Fond'actions managers Pierre Arlaud and Cécile Delivre went to Bangladesh to meet the children who have been attending school since 2014 thanks to the Fond'actions and IDKIDS.

1,500 children are receiving an all-round education, with weekly sports, music, dance and singing lessons.

They were invited to the French Embassy for a high-quality concert. It was a beautiful performance in English and Bengali that delighted the audience.

1,500 children receive an all-round education

NGO
Grameen Shikkha

97%
pass rate for the primary school leaving exam

INTRODUCTION OF ENGLISH AND I.T. LESSONS IN DHAKA, WITH HOPE WORLDWIDE FRANCE IN BANGLADESH

In June 2022, **45 children from Fond'actions-funded schools began a three-month computer training course. The children were split into three groups** for 1.5 hours of lessons after school every day. On the programme: learning the basics of the Office suite (Word, Excel), how to write a CV, and how to navigate administrative websites or pay bills such as water or electricity to help their families. These skills will enable them to earn a little money working in a computer shop when they leave school, and to help their families and others with administrative procedures.



45 children supported

NGO
Hope Worldwide France

FRANCE



MAGIC PLACE WORKSHOPS WITH CHEMINS D'ENFANCES

Since 2015, the We Act for Kids Fond'actions has been supporting Chemins d'Enfances and its Magic Place programme, which promotes the development of children in underprivileged and excluded situations, living in welfare hotels or emergency housing.

In 2022, **€8,100 was donated to Chemins d'Enfances thanks to Oxybul éveil et jeux and their customers' generosity.**

The money raised was used to fund weekly two-hour workshops (30 fun workshops over the year) to stimulate children's motor skills and imagination, along with parenting support for 100 children and parents. These workshops were also an opportunity to discuss conflict management, emotions and interculturality.

100 children and parents supported

Organisation
Chemins d'Enfance

€8,100
Oxybul mini-donations

TEACHING CHILDREN ABOUT THEIR RIGHTS

In 2022, the We Act For Kids Fond'actions renewed its partnership with the NGO Asmae Association Sœur Emmanuelle based on projects that promote children's rights.

Okaidi ran a mini-donation drive to help fund the initiative, which raised €34,471 in September 2022. World Children's Rights Day on 20 November was another opportunity for the brand to highlight its commitment in this area.

In terms of projects, 2022 saw the introduction of a new module on bullying and cyberbullying, as well as the Yalla Tour, the Yallapourmesdroits online platform and a virtual escape game. The new module is available on the Yallapourmesdroits app and was delivered in schools during the Yalla Tour in November 2022. Three areas were covered: preventing high-risk situations for bullying or cyberbullying; enabling children to deal with such situations more effectively; and helping to improve the culture in schools by introducing a



"bullymeter", a visual aid to illustrate situations of bullying both on and offline.

It was also a good opportunity to inform children about the use of social media.

In May 2022, the association visited IDKIDS in Roubaix to raise awareness of children's rights among its employees.

In total, **10,917 pupils at 107 schools and 53 adults from 3 businesses** benefitted from these programmes in 2022.

10,917 children supported

Organisation
Asmae Association Sœur Emmanuelle

€34,471
Okaidi mini-donations

INNOVATION

The We Act for Kids Fond'actions is rolling out new initiatives to include and train mothers, as their social needs require sustainable economic solutions. Together with our sponsor brand partners, the fund provides training workshops for mothers in underprivileged situations to help them return to work.

FRANCE

LOVE MAILLE, A COMMUNITY-DRIVEN HAND-KNITTED COLLECTION FROM ROUBAIX

Over the last nine years, Love Maille – a Jacadi-backed project run in Roubaix with Amitié Partage – has enabled 83 women to be trained up and return to employment by attending knitting workshops. Every year, Jacadi sells a hand-knitted 3-6 months layette collection online.

In 2022, 13 women attended the Baby Maille knitting workshop. Four of them were single mothers, including

Natasha from Ukraine, who arrived in June 2021 with her nine-year-old son. For ten of them, this was their first professional experience in France.

In 2022, the women **knitted 270 layette items, 13 women began a training course** (some women attended a refresher course and then went on to training) and one woman left for permanent employment.

13 women trained in 2022	Organisation Amitié Partage	€11,000 in sales
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A FUROSHIKI LIKE NO OTHER

At Christmas, Oxybul éveil et jeux brought in a range of reusable fabrics for wrapping presents. The idea comes from Japan, where it is art form known as furoshiki.

As well as being attractive, ecological, socially responsible and locally made, furoshikis proved to be a great way to **use old rolls of unused fabric donated by Absorba.**

Ten women from the D Multiple skills training workshop in Tourcoing sewed the furoshikis, which were sold for around €6 a piece.

100% of the profits from the furoshikis sold by Oxybul were donated to the Fond'actions to help fund early years initiatives.

553 furoshikis were sold in three months and sales are continuing slowly, in shops and on the IDKIDS.com website, to the delight of Oxybul customers.

10 women trained	Atelier D Multiple Tourcoing	553 furoshikis sold
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In **Madagascar**, Tohana and Jacadi enabled **5 classes of 14 women** to be trained up on a dressmaking course. **90% of the 67 women who completed the training** went on to find work or set up a business.



TRAINING FOR VANESSA AND FINANCIAL STABILITY FOR HER FAMILY

In 2020, Vanessa, 25, was the mother of three children, including two very young twins. She and her husband had a single income, which came nowhere near covering their needs and meant they had to live with Vanessa's mother.

After two years on the Koloaina programme, in August 2022 Vanessa was selected to train as an industrial machinist at the Tohana workshop. Her two young twins were given a place at the brand new Akany Kids childcare centre, so she could concentrate fully on her training.

With her motivation and enthusiasm, Vanessa landed a job in a textile factory in March 2023, just ten days after completing her training.

"My training at Tohana has given us financial stability." The whole family now benefits from her training. **Thanks to Vanessa's job, the couple have tripled their monthly income and greatly improved their living conditions; the family now rents their own house. The twins will start school for the first time in September 2023, as she can now afford to pay the school fees for her three children.**

67 women helped since 2019	NGO: ATIA & Tohana	€76,964 donated by Jacadi in 2022
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A new sewing workshop for disadvantaged families in Bangladesh.

For the second year running, the Fond'actions is renewing its partnership with the NGO Hope Worldwide France in Bangladesh.

Following the success of the first Hope Worldwide France sewing workshop in 2021 and the sale of Okaïdi's "More than a bag", which raised €15,509 for the education of disadvantaged children, a new workshop opened its doors near the Mirpur shanty town in 2022. The families of children being schooled through the fund can attend sewing courses there as part of a scheme to help them find work. In return,



the parents agree to send their children to school. **Of the 24 beneficiaries in 2022, 80% found a job immediately after completing the course.**

This training scheme also enables older children from these underprivileged families to find work.

Sayem is 18 and his father sells fruit. Inflation has accentuated the family's hardship, meaning Sayem had to find work to help his family. He has a younger brother and sister at school, but he knows that if he doesn't earn money, they'll have to leave school. Sayem was unable to find a job without training, so when he heard about the sewing course, he signed up straight away. After a month, he had been trained up and soon found work in a clothing factory.

The workshop set up by the Fond'actions and the NGO Hope Worldwide France will enable many parents and young people in Mirpur to improve their standard of living.

24 beneficiaries	NGO: HOPE WORLDWIDE FRANCE	€20,000 of funding
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UNITY

Fond'actions is building a community of volunteers and donors to support education, early childhood development and parenting projects.

IDKIDS EMPLOYEES, AMBASSADORS AND FOND' ACTIONS VOLUNTEERS



"I got involved because childhood is a very delicate time when vulnerability is affected. I'm so lucky to have the freedom to get involved with the Fond'actions. My colleagues at Rigolo Comme La Vie are all involved too and support me with the campaigns. It brings us even closer. I chose to sponsor the Ludopital association because their mission is to ensure that children can continue to be children while they are in hospital. I really believe that playing and having fun can help their treatment and their relationship with their family."

Amélie Lecomte
Training Manager, Rigolo Comme La Vie

"Give and you will receive"

Isabelle Regent
OBAIBI Accessories Category Manager



"My job is to tell people about We Act For Kids. Writing about it, talking about it and filming it is good: but living it is even better! That's what energizes me in my work."

Isabelle Pollet
IDKIDS Corporate Communications Manager



"Being a Fond'actions ambassador brings a ray of sunshine to my job at IDKIDS: I love doing something to help those in need and seeing the smiles on the faces of the children we work with fills me with joy and energy!"

Estelle Lelong
Customer Research Manager, Oxybul



"I care a lot about injustice, and through the Tohana project I'm supporting a meaningful cause that's close to my heart: I'm fighting to make sure the project has a positive impact on the well-being of vulnerable children!"

Sophie Vilao
Jacadi Nursery Equipment Market Manager



"I volunteer for the satisfaction of doing something that really makes a difference to children and has an almost immediate impact on their lives."

Aurélie Ryckewaerde
Chipie, Lili Gaufrette, Confetti, Z Communications/Marketing Manager



"I've always done a lot of voluntary work and I love being able to put that to good use in my work. Giving time to others does me good, helps me to grow and to appreciate what's really important."

Céline Boussebart
Okaidi Supply & Replenishment Manager



VOLUNTEER PARTICIPATION IN 2022

449 volunteers and participants took part in solidarity initiatives for Fond'actions and its partner organisations.

- 244 runners (charity races)
- 40 Fond'actions ambassadors
- 165 IDKIDS employees took part in 15 initiatives in 2022 (cake sales, fashion show, designer sales, sorting and fundraising sales of clothes and games.)

172 people donated on the HelloAsso website to raise funds for schoolchildren in Bangladesh, Ludopital, Ukrainian families and Fond'actions

CAKE SALES AND SPONSORING SCHOOL CHILDREN IN BANGLADESH

In 2022, IDKIDS group employees organised a number of cake sales to help send children in Dhaka's slums to school. A total of **€2,003 was raised** through cake sales organised by departments of the IDKIDS brands.

All the employees rallied round to raise as much money as possible for children in need. Given that **one year of primary school costs €100, the money raised has enabled around 20 children to go to school.**



Some IDKIDS employees chose to sponsor a child at secondary school to give them the chance of a brighter future.

32 sponsors donated €3,377 in 2022, enabling 20 children to go to school, including Hafsa, who dreams of working for the UN, Ajmira, who wants to become an engineer, Nisha, who wants to be a doctor, and Sumaiya, who wants to join the forensic police.



A CULTURAL DAY OUT AT THE OPERA BASTILLE

Jacadi invited the Amitié Partage charity and the women from the Love Maille workshop to a day out at the Opera Bastille in Paris.

On 14 July 2022, Jacadi invited Amitié Partage to the ballet at the Opera Bastille, in partnership with the Paris Opera. Thirteen people travelled from Roubaix to Paris to take up the invitation: five women from the Love Maille workshop, and employees and volunteers from Amitié Partage and Fond'actions.

The date was very fitting – 14 July is Bastille day, France's national holiday. After breakfast on the Coulée Verte garden promenade, the group headed to the Opera Bastille where they watched a superb performance of the Shakespeare classic, *A Midsummer Night's Dream*, choreographed by Balanchine.

It was a special occasion for Jacadi, Amitié Partage and the Fond'actions, and everybody was bowled over by the performance; for many of the women, it was their first visit to the opera.

AN ECOSYSTEM TO SUPPORT THE WORLD'S MOST VULNERABLE CHILDREN

FRENCH CHARITIES OPERATING IN EUROPE AND AROUND THE WORLD



AMITIE PARTAGE

This organisation distributes food and clothing to severely deprived families in Roubaix. Their Love Maille knitting workshops also help women to regain their self-confidence.

Project supported

In partnership with the Fond'actions, Jacadi has supported Amitié Partage with its knitting workshop in Roubaix for the last nine years.
Funding provided: €11,000



Asmae Association Sœur Emmanuelle

This NGO supports children's rights in France and internationally.

Project supported

The "Yalla Pour Mes Droits" platform in schools, creation of an escape game, and antibullying initiatives.
Funding provided: €34,471



CHEMINS D'ENFANCES

This charity works towards helping children to thrive, particularly those in situations of hardship or exclusion. Chemins d'Enfances provides fun, educational and artistic activities to help children learn through play.

Project supported

Early learning workshops and parenting support, for 100 children and parents
Funding provided: €8,271.85



CONDITION PUBLIQUE

La Condition Publique is a Roubaix-based creative lab where those involved in the arts and culture sector address urban, social and environmental issues.

Project supported

35 creative family workshops for 530 participants.
Funding provided: €8,000



FRENCH RED CROSS

The French Red Cross provides humanitarian, health, social welfare, and training services, as well as emergency aid.

Project supported

Emergency aid for Ukraine.
Funding provided: €133,325



DONS SOLIDAIRES

This organisation tackles material and hygienic poverty by collecting donations in kind and redistributing them to the most disadvantaged families.

Projects supported

Donations in kind and a fashion show fundraiser.
Retail value of the items donated: €1,220,799 and 373,239 products donated



SPORT DANS LA VILLE

This is the largest organisation in France to use sport as a way to help children find their place in society. So that every young person can find the path to success with free support.

Project supported

A VIP fundraising sale in partnership with the We Act for Kids Fond'actions.
Funding provided: €4,384



IMAGINE PROJECT

This NGO aims to create a movement of citizen commitment to achieve a fairer, more inclusive and sustainable society through children.

Project supported

Setting up the Imagine Project at a secondary school in France.
Funding provided: €10,000



LES CLOWNS DE L'ESPOIR

A group of hospital clowns who go into paediatric wards in the Hauts-de-France region, to give children dealing with illness and treatments the chance to just be children.

Project supported

The clowns work in pairs at the hospitals, where they provide entertainment for children. Support for French Federation of Hospital Clowns organisations.
Funding provided: 8,162€



LUDOPITAL

Ludopital is a non-profit organisation that works in the paediatric departments of hospitals in the Nord region of France. They collect and deliver toys, and fund projects.

Project supported

Two children's cars purchased for the paediatric emergency department at CHWapi hospital in Tournai, Belgium.
Funding provided: €1,170

CHARITIES OUTSIDE EUROPE



MÔM'ARTRE

The Môm'artre network promotes arts and culture education and helps to reveal children's talents and develop their individual potential.

Project supported

Helping children to develop their talents through art and learning about culture.
Funding provided: €1,992



PARTENAIRES

This charity works in the poorest regions of the world. It helps underprivileged communities to become self-sufficient, while respecting their culture and the environment.

Project supported

Street shelter in Dhaka.
Funding provided: €5,000



HOPE WORLWIDE FRANCE

This organisation provides sustainable, high-impact, self-help solutions to change the lives of the poorest families. In the education sector, Hope Worldwide France has developed a network of schools in Asia, Africa and South America.

Project supported

Supporting families and helping them to become self-sufficient by providing sewing, IT and English courses in Bangladesh.
Funding provided: €20,000



ATIA

ATIA is an NGO specialising in the design and implementation of practical development aid programmes. It helps the poorest families to improve their living conditions themselves (social, health, education, employment and income).

Project supported

Supporting families in India and Madagascar.
Funding provided: India: €15,000 and Madagascar: €30,000



RADDA CLINIC

This health clinic in Mirpur, Dhaka, provides healthcare for the school-going children from the slums and their families.

Project supported

The 1,500 schoolchildren and their parents benefit from regular medical supervision and care.
Funding provided by the social business in Bangladesh: €20,000



TOHANA

Tohana is non-profit organisation that teaches disadvantaged mothers in Antananarivo to sew, so they can find work.

Project supported

Sewing courses for underprivileged mothers and making community-driven products for Jacadi.
Funding provided by Jacadi: €76,964



GRAMEEN SHIKHA

This NGO's mission is to educate children from the slums of Bangladesh. It is part of the Grameen NGO founded by Nobel Peace Prize winner Muhamad Yunus.

Project supported

Schooling for 1,500 children from the slums of Dhaka.
Funding provided: €88,444

PARTNERS AND SPONSORS

okaïdi

OKAÏDI

Okaïdi is a brand and chain of clothing shops for children aged 0 to 14.

It is committed to making children responsible and happy and has supported Fond'actions initiatives since its creation.

oxybul
eveil et jeux

OXYBUL

Oxybul Eveil et jeux is an edutainment brand that sells toys and games and supports early years development through Fond'actions programmes.

catimini

CATIMINI

Catimini is a fashionable children's clothing brand designed for the needs of children from birth to 12.

Catimini joined the Fond'actions movement for underprivileged children in 2022.

absorba

ABSORBA

Absorba is a French brand that caters for babies and new parents, from birth to first steps (0-3 years).

Absorba is involved with the SOS Préma charity and donated fabrics for the solidarity furoshikis.

CHIPIE

CHIPIE

Chipie is a brand specially designed for girls aged 6 to 11.

It is committed to supporting education in Bangladesh through Fond'actions.

Lili Gaufrette

LILI GAUFRETTE

Lili Gaufrette is brand that empowers girls aged 5 to 10 to create and express their own style and personality.

Lili Gaufrette supported Môm'artre to help underprivileged children gain self-confidence.

Jacadi
PARIS

JACADI

Jacadi is a ready-to-wear clothing brand for children aged 0 to 12.

It supports Fond'actions and the Tohana association in Madagascar, and Amitié Partage in Roubaix.

IDKIDS

IDKIDS

A community of expert brands, parents, partners and employees who take action with and for children.

IDKIDS supports the Fond'actions initiatives, particularly in the field of education.

fonty
DEPUIS 1849
CREUSE - FRANCE

FONTY

French wool mill FONTY shares Jacadi's values of respect and transmission.

They donated their finest merino wool to the Love Maille project run by Amitié Partage and Jacadi.

fondation
AnBer

FONDATION ANBER

The AnBer Foundation supports community projects in France and 80 other countries.

It's mission is to support charitable initiatives that help those in need. It has been supporting education in Bangladesh with the Fond'actions for several years.

helloasso

HELLOASSO

HelloAsso is an easy-to-use donations platform based on an alternative, community-driven model that is free for charities and foundations.

Fond'actions has a page on HelloAsso.

PRIORITIES AND PROGRAMME FOR 2023



Media impact and community growth

- Build visibility and engagement on LinkedIn, Instagram and the We Act for Kids website.
- Increase the visibility of the fund's ambassadors and volunteers.



Finance

- Increase funding through the IDKIDS platform (loyalty points, partner brands).
- Organise a fundraising event.
- Find new partners.



Professionalisation and impact calculation

- Implement the improvements requested by IDEAS.
- Complete and publish the impact study for the University of Lille (IAE).



Growth and sustainability of our actions

- Develop our social businesses to provide training and employment for mothers in situations of hardship and ensure the sustainability of the programmes.
 - A new social enterprise product sold by Chipie.
 - Okaïdi will be selling a new bag, with the profits going towards training and employment for mothers.
- Extend the Imagine project in Bangladesh to schools supported by Fond'actions.

2023: TOGETHER, WE CAN AMPLIFY OUR ACTIONS



IF YOU WOULD LIKE TO HELP FUND A PROJECT: go to **helloasso**

<https://www.helloasso.com/associations/fonds-de-dotation-idkids-community/collections/sponsor-a-child-in-bangladesh>

SPONSOR A CHILD IN BANGLADESH on HelloAsso

CONTACT: Cécile Delivre. cdelivre@idgroup.com

THANK YOU
VOLUNTEERS
CHARITIES
PARTNERS
& CUSTOMERS
FOR YOUR
COMMITMENT

WE ACT
FOR KIDS
FOND' ACTIONS