

**WE ACT  
FOR KIDS**  
FOND' ACTIONS



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

**ANNUAL REPORT 2021**





Photo credits: La Condition Publique

# EDITORIAL

In 2021, what seemed to be temporary has, in a way, become established. The continuing health crisis has generated new interrelated social and economic inequalities. The entire world has been affected in different ways. It has been less a domino effect than a “mikado” effect: in areas with a precarious balance, instability in one area does not spread little by little but rather pops up everywhere at once. This has led social and charity organisations to enhance their efforts and actions. Meanwhile, their ability to react in terms of financing, intervention and monitoring has been substantially modified due to the many crises. The We Act for Kids Fond’actions is prepared to face this change.

In 2020, the endowment fund changed its name to We Act for Kids Fond’actions. The reason behind this change was a deeply rooted desire to work together over the long term to support the world’s most vulnerable children. In 2021, the foundation comprehensively overhauled its operations to focus on two areas where it can make the most difference: access to education and support for parents. Its three-year action plan for 2021–2023 thus focuses on the following four priorities:

- Because providing a meaningful response to social needs requires long-term economic solutions, the Fond’actions is rolling out new initiatives to support social integration for mothers. The social business project through sewing training has been set up in Dhaka in partnership with Okaïdi.
- Stemming from a desire to deepen its action, the Fond’actions is working with new partners to co-construct support for its flagship projects. These innovative funding solutions include a digitalisation of special charity sales (in partnership with Emmaüs Trëmme).
- To make a greater impact, set targets for its operations and establish a national dynamic, the Fond’actions is reviewing its operating procedures and improving its practices. This professionalization is part of a process to improve practices and obtain a special certification from the Institut IDEAS.
- Finally, with the aim of making its work better known, the endowment fund is continuing its impact assessment and communication efforts. These efforts include working with the IAE Lille University School of Management to leverage research conducted with the Trend(s) Chair on social business held in spring 2021 and the launch of our Instagram account in autumn 2021 to connect with the general public.

As we look back on 2021, we owe a huge debt of gratitude to our many sponsors for their inventiveness in staying engaged, our volunteers for their continued energy and enthusiasm at a time when they also had many demands in their personal lives, and our partners for their steady commitment to helping the world’s most vulnerable children.

In 2022, as an actor and funder of access to education and parenting support, we are excited to share the results our efforts to inspire positive initiatives around the world to reinforce our “We Act for Kids” mission.

**Pierre Arlaud**  
DIRECTOR OF THE We Act for Kids Fond’actions

# CONTENTS

P 3 ..... Editorial

P 4 ..... Our mission

P 5 ..... The SDGs and our history

P 6–8..... Key figures and priorities

P 9 ..... Governance

P 10–11..... Actions around the world

P 12–13..... 2021 highlights

P 14–15..... Access to education to choose your own path

P 16–18..... Supporting parents to help children

P 19 ..... Resources

P 20–21..... NGOs and other organisations

P22 ..... Partners and sponsors

P 23 ..... 2022 program



# OUR MISSION

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

The Fond'actions brings together stakeholders working to develop sustainable and generous actions in the areas of education and parental support to help the most world's vulnerable children.

# AREAS OF ACTION



### ACCESS TO EDUCATION TO CHOOSE YOUR OWN PATH

- School and health as fundamental principles
- Knowledge of children's rights and citizenship
- Personal development through sport, art and culture

### SUPPORTING PARENTS TO HELP CHILDREN

- Strengthening the parent/child bond and early childhood development
- Training and support for the inclusion of mothers
- Supporting 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. The fund adheres to an ethics charter and follows the direction of its board of directors, which determines the fund's strategy.

The We Act for Kids Fond'actions acts with integrity and humanity to bring together private companies, public authorities and individuals to help the world's most vulnerable children.

# Sustainable Development Goals(SDGs)

The actions of the We Act for Kids Fond'actions endowment fund align with several of the Sustainable Development Goals (<https://sdgs.un.org/goals>):



Quality education



Good health and well-being



Reduced inequality



No poverty



Partnerships for the goals

# OUR HISTORY

## 19 years dedicated to helping the highly vulnerable

The We Act for Kids Fond'actions was founded by İDKIDS (Okaidi, Obaibi, 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

**2011**  
Oxybul éveil et jeux joins the foundation

**2018**  
The İDKIDS foundation becomes the İDKIDS COMMUNITY endowment fund

**2007**  
Okworld becomes a corporate foundation

**2015**  
Okworld becomes the İDKIDS corporate foundation

**2020**  
The endowment fund is renamed WE ACT FOR KIDS Fond'actions

## KEY FIGURES 2021



**13** COUNTRIES  
supporting  
our actions



**52,000**  
CHILDREN  
in the world



**10**  
PARTNER  
COMPANIES AND  
FOUNDATIONS



**250**  
VOLUNTEERS



**12** NGOS  
AND OTHER  
ORGANISATIONS

## 2021 PRIORITIES



### PROFESSIONALISATION OFFICIAL "IDEAS" CERTIFICATION



In early 2022, the We Act for Kids Fond'actions endowment fund was officially certified by the Institut IDEAS (Institute for the ethical development of charity actions). This certification is an indication of the quality governance, financial management and actions of non-profit organisations.

To receive this certification, which is awarded in partnership with the Compagnie Nationale des Commissaires aux Comptes in France, organisations are evaluated on a total of 90 indicators of good practices.



### INNOVATIVE AND SUSTAINABLE ACTIONS

**Charity sales:** in-person charity sales resumed with La Condition Publique in Roubaix, France, and digital sales for 2022 were prepared in partnership with the Trëmna platform by the Label Emmaüs endowment fund.

**New social business project** in Bangladesh. Training in sewing and employment of mothers in Dhaka with the NGO Hope Worldwide France and the support of Okaidi. Creation and sale of the bag "More than a bag". All profits are donated to schools in Bangladesh.



### MEASURING IMPACTS

**Impact study of Fond'actions initiatives in three countries by the University of Lille**

**Since 2019, the We Act for Kids Fond'actions endowment fund has been working to measure its impact.**

In 2021, the University of Lille (IAE) launched a study to investigate the different impacts of the three social businesses set up by Fond'actions with the İDKIDS brands in Bangladesh, France and Madagascar.

This crucial research aims to shed light on the conditions for the success of social businesses supported by the Fond'actions in order to facilitate spin-offs.

**Souad Bouhamama, a research engineer for the Trend(s) Chair at the University of Lille, says,**

*"The Trend(s) Chair's social business research conducted in conjunction with İDKIDS examines the impact of the social actions carried out by the endowment fund in three locations (Love Maille in France, Tohana in Madagascar and an action in Bangladesh). Numerous qualitative semi-directive interviews were conducted with all the stakeholders (beneficiaries, supervisors, partners, pilot parents) in each location to put forward managerial recommendations to the group to increase its impact on each of the stakeholders."*

**To date, initial results have identified:**

- value creation opportunities for the different actors
- areas of concern to improve social impact
- similarities and contrasts in the different locations

### Family impact by the NGO ATIA

The "family photo" is a socio-economic categorisation tool used to measure the poverty level of all beneficiaries and how their situation changes over time as social training and integration projects are put in place. This tool, implemented with the NGO ATIA, was used for the Tohana project. The results were spectacular.





## MEDIA IMPACT

Expanding the community committed to the We Act for Kids Fond'actions on social media

Creation in 2021 of the We Act for Kids Fond'actions Instagram account. 28,067 accounts reached and a community of 406 followers. Greater visibility of actions on the weactforkids.org website: 5,000 visitors in 2021



## VISIBILITY

### COMMUNICATING ON OUR ACTIONS

See videos of activities supported by the Fond'actions

Discover our new Instagram account: weactforkids\_fondactions

28,067 accounts reached

A community of 406 followers.



More videos on our YouTube channel: We Act for Kids Fond'actions 13,000 views



For more information and to get news about the Fond'actions, subscribe to our monthly newsletter Visit our website: weactforkids.org

# GOVERNANCE



## BOARD OF DIRECTORS

In accordance with the endowment fund's statutes, the board of directors is the fund's primary governing entity. It is made up of various stakeholders, including founders, main sponsors and outside experts who all contribute their expertise to the fund on a voluntary basis.

The We Act for Kids Fond'actions endowment fund's board of directors meets twice a year. It sets the fund's strategy and main priorities and approves the projects it supports. 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 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 statutes).

### THE BOARD OF DIRECTORS HAS 11 MEMBERS:

- 4 seats assigned to founders
- 4 seats assigned to experts chosen for their specialised knowledge in certain areas of the endowment fund's activities
- 3 seats assigned to the fund's donor representatives

### MEMBERS OF THE BOARD OF DIRECTORS

#### FOUNDERS

Jean Duforest, Member  
Jean-Luc Souflet, Member  
Marion de Sèze, Chair  
Ghita Souflet, Member

#### EXPERTS

Charles Bienaimé, Member  
Nicolas Cordier, Member  
Anne Thevenet, Member  
Etienne Wibaux, Member

#### DONOR REPRESENTATIVES

Grégoire Duforest, Member  
Geneviève Aerts, Member  
Olivier Ravaux, Treasurer

## EXECUTIVE BOARD

An executive board comprising a director and a deputy director appointed by the board of directors selects projects according to specific criteria that have been shortlisted by project sponsors. The executive board is also responsible for monitoring the budget and implementing innovative social actions in partnership with private and public organisations. The board member who serves as secretary and the fund president are also part of the executive board.

## EXPERTS AND CONTROLLERS

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

### STATUTORY AUDITOR

An external auditor verifies the accuracy of the fund's financial accounting. The auditor audits and certifies the endowment fund's accounts, which are then submitted to the local prefecture for review.

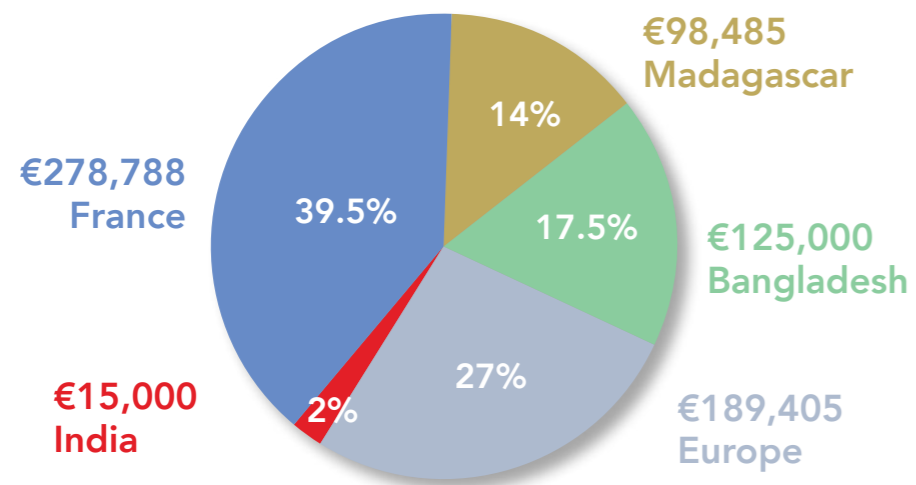
### AUDIT COMMITTEE

An audit committee ensures that all governance rules and the ethics charter are properly followed and that steps are taken to avoid the risks identified by the endowment fund. The committee comprises two pro-bono experts in management control and auditing and one of the independent expert board members.

# WHAT WE DO AROUND THE WORLD

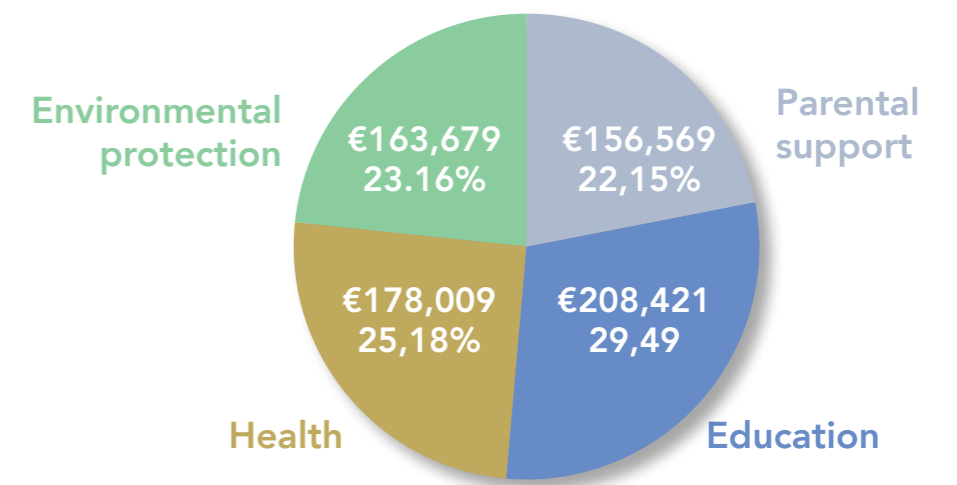


## BREAKDOWN OF DONATIONS BY COUNTRY



**TOTAL: €706,678**

## BREAKDOWN OF DONATIONS BY AREA OF ACTION



**TOTAL: €706,678**





## THE FUND SUPPORTS THE RESILIENCE OF ORGANISATIONS DURING THE PANDEMIC

In 2020 and 2021, the Fond'actions continued supporting its partner organisations, which had to adapt to be able to keep helping their beneficiaries. The Enfance et Covid platform provided support to parents to ensure they received the parenting information they needed. Other organisations continued their activities by combining remote work with personal support. Finally, various teachers in Bangladesh gave private lessons and provided tutoring so that the children would not drop out of school.

The organisation **Ensemble pour l'éducation de la Petite enfance** created a website called **Enfance et COVID** to support parents in difficulty and answer their questions about the pandemic and lockdown: <http://www.enfance-et-covid.org>

**Amitié Partagé in Roubaix** created a new schedule for the women in the Love Maille knitting workshop, with remote working arrangements and personal support at the organisation. This support helped women avoid isolation and boosted their self-confidence.

The teachers of **Grameen Shikha in Bangladesh**, whose schools were closed from March 2020 to November 2021, continued to send lessons via Facebook and went to students' homes to help them individually with their schooling.

## GETTING BACK TO NORMAL

### Charity sale at La Condition Publique in Roubaix

After all sales were cancelled in 2020, this event was held again in 2021.

More than 300 families in vulnerable situations came to the charity sale at La Condition Publique, giving them a chance to buy new Okaïdi and Oxybul clothes and games at 80% off. More than 30 IDKIDS volunteers participated.



### Fashion show with Dons Solidaires and Saint François d'Assise in Roubaix

For the "Celebrate your look" day with Dons Solidaires and Fond'actions in October, 60 underprivileged children in Roubaix got to choose a new back-to-school outfit from among the 100 looks prepared by the Okaïdi teams. They then proudly modelled them in front of their families and several hundred people.

### Reopening of Dhaka schools

After 18 months of closure, schools finally reopened in Bangladesh in November 2021. The children were thrilled to see their friends again and get back to their old routines. A pleasant surprise awaited them. The We Act for Kids Fond'actions had collected unused fabric donated by Okaïdi and made aprons so that the children at the Grameen and IDKIDS schools could have their own uniforms. The aprons were given out at the beginning of the school year to everyone's delight.



### Lille: Hospital clowns

The hospital clowns, and especially Les Clowns de l'espoir (supported by the endowment fund, Okaïdi and Oxybul), resumed their visits to children in hospital in northern France to bring a smile to their faces.



# PROJECTS SUPPORTED IN 2021



## ACCESS TO EDUCATION TO CHOOSE YOUR OWN PATH

### Ayesha dreams of becoming a paediatrician

Ayesha is nine years old and lives with her parents and three sisters in the Mirpur slum in Dhaka, Bangladesh. There is only one room where the family eats, watches television and sleeps. The children do their homework in the bed. Ayesha's father used to work in weaving but he lost his job due to the COVID pandemic. He now drives a rickshaw, a tiring and dangerous job. Her mother is a maid. When her father lost his job during the pandemic, things were very difficult.

Grameen and İDKIDS organised food distributions for extremely vulnerable families.

For Ayesha, as for all children, it was the loneliness that was the hardest: not being able to see her friends, go to school or play. After 18 months of closure, the reopening of the schools was a very happy time.

*"I dream of studying medicine and specialising in paediatrics."*

Ayesha

Ayesha goes to school like her two older sisters, who are in the sixth and ninth grades. She is in fifth grade. Her parents could not

afford to pay for her schooling, but with Grameen Shikkha and the We Act for Kids Fond'actions, she was able to go. She especially enjoys her music, dance, sports and art classes, and she loves drawing and playing badminton.

With her two best friends, Shahjadi and Laboni, the girls play hide and seek after school and sometimes do their homework together. She would like for healthcare to be free for all children, just like it is for those who go to school with her and get free treatment at Radda Clinic. She would like for all children to have enough medicine and food.

### Schooling in Bangladesh

1,441 children enrolled in school in January 2022.

1,672 medical visits in 2021 to provide treatment and follow-up for primary school children.

NGO: Grameen Shikkha

Funding: €94,000

Ayesha is a very good student: she is top of her class and wants to get a scholarship to keep studying and fulfil her dream of becoming a doctor!



### Children's rights in France

Number of children schooled in 2021: 6,600

NGO: ASMAE Sœur Emmanuelle

Funding: Mini Dons campaign by Okaidi: €56,421

### Asma gets the word out about children's rights

Asma Kafi joined ASMAE Sœur Emmanuelle in 2020 as a project manager for the programme "Yalla ! Pour les droits de l'enfant". She heads up training workshops in schools, with discussions and debates, and works to help kids develop their critical thinking skills while teaching them about children's rights in a fun and hands-on way.

"They tend to prefer to talk about inequality – they understand that all children live different daily lives and don't have the same access to rights. Some of the figures on

inequality stand out, such as the fact that 1 in 5 children in the world do not go to school.

They're also interested in the hotline numbers to report harassment and get help when they face those types of situations.

*"Some of the figures on inequality stand out, such as the fact that 1 in 5 children in the world do not go to school."*

Asma

Something that stayed with me during one activity was when a child shared that they were the victim of domestic violence. They agreed to let us inform the school's leadership so that they could help this student."

Asma



# PROJECTS SUPPORTED IN 2021



## La Cordée: a unique school in Roubaix

Project: Educational support for underprivileged children in Roubaix

Organisation: La Cordée

Number of beneficiaries: 98 children

Funding: €5,000

## Schooling for children in Madagascar

Project: Schooling and educational support for children in the Antananarivo slums in Madagascar

NGO: ATIA – KOZAMA

Number of beneficiaries: 2,300 children

Funding: €15,000



## SUPPORTING PARENTS TO HELP CHILDREN

### Messaouda and the Love Maille training center in Roubaix

Messaouda's eyes sparkle when she talks about the Love Maille training center at Amitié Partage.

"It's like a family – we help each other, we chat, we talk about our kids, we share meals. I'm happy there and I'd like to stay, but the support we get is meant to help us find a job."

Messaouda arrived from Algeria 10 years ago. She will return for the holidays in August to see her family, whom she has not seen for five years. She is raising two daughters, aged 10 and 19, and the knitting training center has let her meet new people, not be alone and, of course, to become a good knitter: "They let me do the cardigans now". After two years, she will leave the training center in September. She plans to enroll in a sewing training course given by Fashion Green Hub in Roubaix, and if all goes well, she could be hired afterwards.

Zéhour also knitted in the Love Maille training center and was supported in her professional plans by Amitié Partage. Today she works part-time at Vitalliance in Tourcoing as a home help. A total of 63 women have participated in the training center since the beginning of the project.



*"I'm happy there and I'd like to stay, but the support we get is meant to help us find a job."*

Messaouda

### Support and training in Roubaix

Number of beneficiaries since 2019: 70 vulnerable women

Organisation: Amitié Partage

70% of products sold in 2021

Funding: €11,000

## Training and employment for Mino with Tohana

### Training and employment for mothers in Madagascar

Number of beneficiaries since 2019: 70 vulnerable women

83% of women find a job after completing the training

Number of products sold in 2021: 5,064

Jacadi donations in 2021: €40,326



Mino was 23 years old when she joined the Tohana sewing training workshop in 2019. She has two children and her husband is a carpenter. She lives in a slum in Antananarivo and has been helped by the Koloina organisation since early 2019. This workshop, created by the NGO ATIA, the We Act for Kids Fond'actions and Jacadi, gives vulnerable mothers a chance to find a job and improve their family's living conditions.

*"I mentor and support the women who join the new classes."*

Mino

When she started the training, her enthusiasm caught the attention of her trainers, who soon noticed her skills and effort. In

2020, Mino was recruited by Tohana as a community facilitator. She developed her skills in cutting, pattern-making and using a sewing machine with the workshop manager and did apprenticeships in various textile factories. "I mentor and support the women who join the new classes." Before the training programme, Mino worked as a cleaner and earned 18 euros a month. Through this job, she has gained skills, developed her confidence and increased her income fourfold, helping her to improve her family's living conditions.

## CHANGE IN THE FAMILY PHOTO SCORE BETWEEN PRE-TRAINING AND 12 MONTHS AFTER

*"There is an average increase of eight points between the start of the initiative and the situation one year later. This is the strongest growth we've seen in our programmes to date, all types of programmes combined (health, social, microfinance, education, etc.)."*

Paul Orsoni, head of ATIA, Fond'actions's partner NGO.



# PROJECTS SUPPORTED IN 2021

*“The social bond created between the mothers and the chance to talk together helps them gain confidence in their roles as parents and to have a better relationship with their children.”*

Agl e Gautier,  
Manager of La Maison Rigolo Comme La Vie – No mi



## Parenting support and parent-child bonding

Project: Parenting support and parent-child bonding  
Organisation: La Maison Rigolo Comme La Vie – No mi  
Place: Roubaix  
20 to 25 regular families and over 40 children per year

## Parenting support from La Maison Rigolo Comme La Vie – No mi

La Maison Rigolo Comme La Vie encourages families to connect: mothers share their experiences and daily lives while children meet other children and develop their social skills.

## Training with the NGO Hope Worldwide France to find a job

Unemployed mothers without vocational qualifications living in a slum in Bangladesh learned to sew to help them find a job. With the support of the NGO Hope Worldwide France, in conjunction with the We Act For Kids Fond’actions and a partner factory, the training took place despite the difficulties associated with the health crisis.

*A total of 80% of the mothers trained in sewing by Hope find employment.*

To enable these women to earn a small income, the Oka di brand had them make a fabric bag, with all the profits from sales ( 9,200) donated for the schooling of children from the slums supported by Fond’actions.

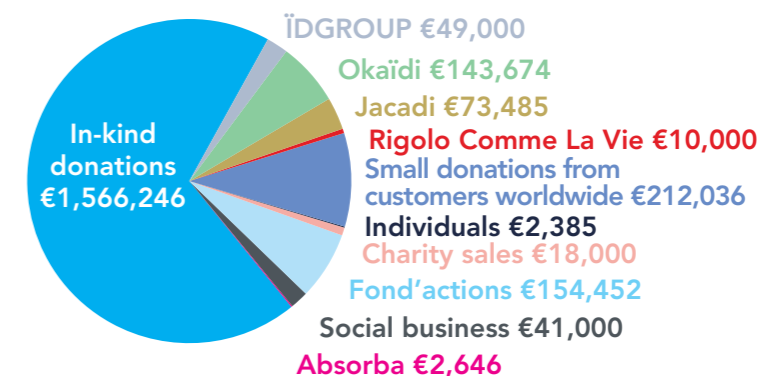
## The NGO HOPE WORLDWIDE FRANCE trains mothers to sew to find employment

The project: Sewing training.  
NGO: Hope Worldwide France  
Number of beneficiaries trained per year: 120  
Funding: Purchase of Oka di bags and profits from sales for schooling:  9,200

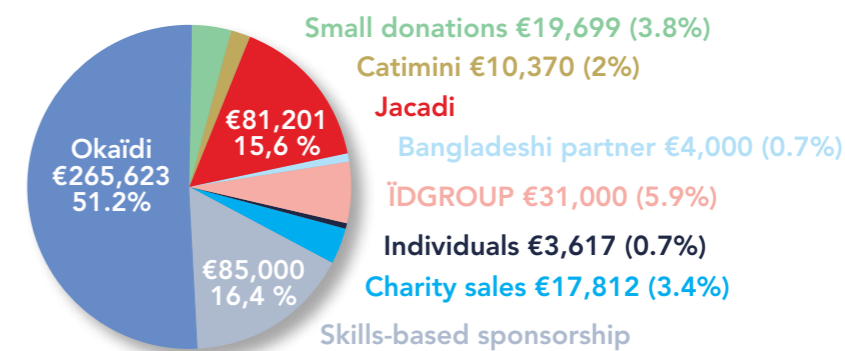


# RESOURCES

**TOTAL DONATIONS GIVEN BY FOND’ACTIONS & PARTNERS:  2,272,924**  
with  706,678 in monetary donations



**FINANCIAL RESOURCES: TOTAL DONATIONS RECEIVED BY THE WE ACT FOR KIDS FOND’ACTIONS:  518,322**



## HUMAN RESOURCES

### VOLUNTEERING

For more than 10 years, the Fond’actions has been working to provide volunteering opportunities for employees of its partner companies.  DKIDS allows 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 2021, 250 volunteers from Oka di, Oxybul  veil et Jeux, Jacadi, Rigolo Comme La Vie and  DKIDS took part in activities with the Fond’actions and the organisations it supports. More than 30 volunteers participated in the November 2021 charity sale at La Condition Publique.

**Oka di volunteering:  85,000**

## IN-KIND DONATIONS

### PARTNERING WITH DONS SOLIDAIRES FOR OVER 10 YEARS.

Unsold items from Oka di, Oxybul  veil et jeux and Jacadi are donated to charity organisations, mainly Dons Solidaires. This organisation distributes non-food products to more than 140 organisations in France, reaching some 169,000 people every year. Regional chapters and volunteers work with the charities received the donations. Dons Solidaires has partnered with several European countries to expand its distribution of basic necessities to families in need.

**Total retail value:**  
** 1,566,246**

**Number of products given in 2021:**  
**403,267 products**



# AN ECOSYSTEM TO SUPPORT THE WORLD'S MOST VULNERABLE CHILDREN

## ORGANISATIONS IN FRANCE AND EUROPE



### AMITIÉ PARTAGE

This organisation distributes food and clothing to severely underprivileged families in Roubaix. It also helps women build up their self-confidence and get them back into the workplace through the Love Maille knitting workshop.

#### Project supported

In conjunction with the We Act for Kids Fond'actions, Jacadi has supported a knitting workshop with Amitié Partage in Roubaix for the past six years. Amount of funding: €11,000



### ASMAE

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

#### Project supported

"Yalla Pour Mes Droits" platform and awareness raising of children's rights in schools. Amount of funding: €56,421



### EMMAÜS

Emmaüs Solidarité is an organisation that fights poverty and exclusion. Its activities are targeted to individuals and families living on the streets.

#### Project supported

Charity sales for families in the Paris family shelter: 10,000 donations of clothing and games. Amount of funding: €3,706



### ENSEMBLE POUR L'ÉDUCATION DE LA PETITE ENFANCE

This organisation's mission is to address new educational challenges in our society by focusing on early childhood, which is key to making sure all kids have equal opportunities. It promotes understanding of the impact of benevolent education on child development.

#### Project supported

Research and action project: the development of pedagogical tools for early childhood professionals. Amount of funding: €10,294



### LES CLOWNS DE L'ESPOIR

This organisation is made up of hospital clowns who work in paediatric wards in the Hauts-de-France region to give children affected by illness and undergoing treatment the chance to just be kids again.

#### Project supported

Two-person hospital visits and activities for children. Support for the organisations of the Fédération des Clowns Hospitaliers. Amount of funding: €7,323.96



### DONS SOLIDAIRES

This organisation collects in-kind donations for families in need to help them overcome material and hygiene poverty.

#### Project supported

In-kind donations and a charity fashion show. Retail value of in-kind donations: €1,416,469 and 386,281 products donated.



### DYNAMO CAMP

Dynamo Camp offers free recreational therapy programmes specifically for children and adolescents with chronic illnesses, in therapy or post-hospitalisation and for their healthy siblings and families.

#### Project supported

Opération nez rouge. Amount of funding: €81,852.32



### LA CONDITION PUBLIQUE

Located in Roubaix, La Condition Publique is a creative laboratory where artistic, cultural and creative actors take on urban, social and environmental issues.

#### Project supported:

"Digital Lab" and creative workshop for disadvantaged children. Amount of funding: €2,000



### LE PÈRE NOËL EST-IL UN ROCKER?

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

#### Project supported

Gift-giving days and activities for underprivileged children in Lille and Roubaix. Amount of funding: €3,000

## OUTSIDE EUROPE



### ATIA

ATIA is an NGO specialised in the design and implementation of concrete development aid programmes. It works to give the most underprivileged families the tools they need to improve their living conditions (social, health, education, employment and income).

#### Project supported

Supporting families in India and Madagascar. Schooling in Madagascar. Amount given in India: €15,000 and in Madagascar: €30,000



### HOPE WORLDWIDE FRANCE

This non-profit organisation aims to create hope by helping people in need to gain or regain their independence. Its mission is to provide sustainable, high-impact, supportive solutions to change the lives of the poorest families. In the field of education, 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 through training in sewing, IT and English in Bangladesh. Amount of funding: €20,000



### RADDA CLINIC

This health clinic in Mirpur, Dhaka, provides healthcare access for the entire community, and especially the most disadvantaged.

#### Project supported

The 1,400 school children and their parents receive regular medical follow-up and care. Amount of funding from the social business connected with the fund: €20,000



### TOHANA

Tohana is an organisation that trains disadvantaged mothers in Antananarivo in sewing so that they can find a job.

#### Project supported

Sewing training for vulnerable mothers and the production of charity products for Jacadi. Amount of funding: €40,326



### 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 1,400 children from the slums of Dhaka. Amount of funding: €94,000



# 2022 PROGRAM

## PARTNERS AND SPONSORS



### 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

Oxybul éveil et jeux is a brand specialising in edutainment games and toys and is involved with the fund on early childhood support initiatives.

### JACADI

Jacadi is a French company and brand of ready-to-wear clothing for children aged 0 to 12 years. It supports the Fond'actions and the Tohana organisation in Madagascar.

### RIGOLO COMME LA VIE

Rigolo Comme La Vie establishes crèches, micro-crèches and leisure centres for the project "creating social bonds to support early childhood development and parenthood". It set up the Maison Rigolo Comme La Vie in Roubaix to support parents in difficult situations.



### ïDKIDS

A community of brands, experts, parents, partners and collaborators who act with and for kids by offering beneficial, activist products and services (WE ACT FOR KIDS).

### 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 organised by the Amitié Partage charity together with Jacadi.

### HELLOASSO

HelloAsso adheres to an alternative and solidarity-based model to support organisations and foundations by providing a free platform to facilitate donations.

### TEXEUROP

Texeurop is a manufacturer and importer of ready-to-wear clothing. It produces clothing made in Asia, particularly in Bangladesh. It has been supporting schools in Dhaka since 2014.



### DECATHLON FOUNDATION

This foundation's mission is to make the benefits of sport accessible to people in need. The foundation financed the renovation of a sports pitch in Bangladesh for children attending school through Fond'actions. Its local teams are supporting the project.



### PIC&PICK

Pic&Pick, the stock images company, donates a percentage of its turnover to foundations such as the We Act for Kids Fond'actions to support its actions.



### Media impact and community engagement

- Development of the We Act For Kids Fond'actions Instagram account.
- Creation of a LinkedIn page.
- Development of the weactforkids.fr website
- Visibility of the project in Bangladesh in the local media.



### Finance

- ïDKIDS loyalty points
- New partners following a visit to the social project in Bangladesh.
- Sponsorship of school children in Bangladesh by ïDKIDS employees.
- Development of donations on HelloAsso.
- Digital sale on the Trëmme platform by Label Emmaüs.



### Professionalisation

- Implementation of improvements requested by IDEAS.
- Continuation and publication of the impact study by the University of Lille (IAE).



### Growth of long-term actions

- New sewing, IT and English training workshop for mothers living in the Dhaka slums.
- Creation of a reusable, solidarity-based fabric gift wrap, called furoshiki and made in France, with Oxybul éveil et jeux.

## 2022: TOGETHER WE CAN AMPLIFY OUR ACTIONS

Contact: Cécile Delivre. [cdelivre@idgroup.com](mailto:cdelivre@idgroup.com)



**THANK YOU**  
**VOLUNTEERS**  
**ORGANISATIONS**  
**PARTNERS**  
FOR YOUR **COMMITMENT**  
**AND SOLIDARITY**  
DURING THE PANDEMIC

**WE ACT**  
**F**  **R KIDS**  
FOND'ACTIONS