



**iDKIDS**  
FONDATION



2007-2017

# 10 YEARS OF ACTION

TO PROTECT AND SUPPORT VULNERABLE CHILDREN

2017 ACTIVITY REPORT

# 10 YEARS OF ACTION TO PROTECT AND SUPPORT VULNERABLE CHILDREN



**2007-2009**

**FUNDING** children's rights initiatives with OKworld in our production countries.



**2010-2012**

**SUPPORTING** charities in France and getting all our employees on board.



**2013-2015**

**SUSTAINING** our commitment by creating social businesses in France and our production countries.



**2016-2017**

**UNITING** everyone involved with the İDKIDS community. OKworld becomes the İDKIDS Foundation.

Okaidi created the **OKworld** charity in 2003 as an offshoot of the core brand to protect children's rights. In 2007, it became a foundation to help children in need all over the world, and especially those in the countries that Okaidi manufactures in.

As part of a group-wide move, in 2016, the OKworld Foundation was rebranded as the **İDKIDS Foundation** in line with the group's ethos of WE ACT FOR KIDS: 1/ "Working to make a better world for growing children."

The İDKIDS Foundation works among local communities to meet the needs of the most vulnerable children and their families in conjunction with international NGOs and local charities. The Foundation also sets up social businesses in France and the group's production countries as a way to move beyond charity towards sustainable business ventures.



## OUR SCOPE OF ACTION

### EARLY YEARS DEVELOPMENT AND PARENTING

The 0-3 years are a crucial period of a child's development. The İDKIDS Foundation supports a number of schemes focusing on early years development



### CHILD PROTECTION AND INCLUSION

A child can become isolated and vulnerable at any point in their life. The İDKIDS Foundation funds projects that help to protect children's basic rights.



### EDUCATION AND CULTURAL INITIATION

School not only teaches children key learning stages, but also opens up their cultural awareness. The Foundation supports projects that place as much importance on life skills as on academic achievements.



# 2017: THE İDKIDS COMMUNITY IS MAKING A DIFFERENCE ALL OVER THE WORLD

## IN OUR PRODUCTION COUNTRIES

The İDKIDS Foundation has been working on long-term initiatives in our production countries for years to bring about real change. In partnership with other charities and NGOs in Madagascar, India and Bangladesh, the Foundation provides genuine support and guidance to help to develop the local populations.



## WITH OUR BRANDS AND OUR CUSTOMERS

In 2017, our international initiatives expanded. In keeping with their commitments, our brands got their customers on board and asked them to dig deep to help underprivileged children all over the world.



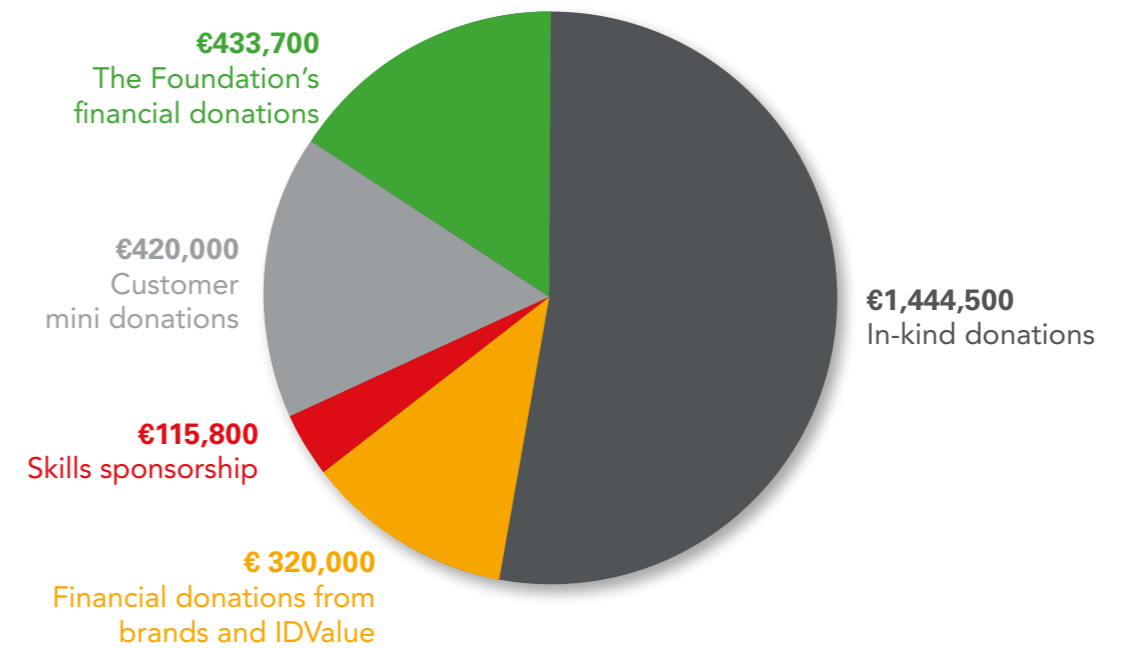
## WITH ALL OUR EMPLOYEES IN ALL OUR COUNTRIES

Whether they work in stores or at head office, in France or elsewhere, growing numbers of our employees are getting involved in initiatives run by the İDKIDS Foundation.



# KEY FIGURES 2017

İDKIDS DONATIONS IN 2017: **€2,734,000**



**30 NGOs and charities**  
funded in 2017

**1,200 EMPLOYEES**  
involved in the Foundation

**50 000 CHILDREN**  
helped by  
our actions in 2017

**122,000 red noses sold**  
during the 2017  
Offer a Smile campaign

**€420,000**  
collected and donated through  
customer mini donations  
around the world in 2017

## OUR PARTNERS PITCH IN BANGLADESH AND MADAGASCAR



WORKING TOWARDS SUSTAINABLE CHILDREN'S RIGHTS  
IN OUR PRODUCTION COUNTRIES

# BANGLADESH

IN 2017, THE İDKIDS COMMUNITY AND  
ITS PARTNERS TOOK THEIR ENGAGEMENT  
TO THE NEXT LEVEL



### Bangladeshi locals driving the project on the ground

A social business set up in 2014 by Okaïdi and backed by the İDKIDS Foundation has provided schooling and medical treatment for 1,500 children from the Dhaka slums. **At the end of 2017, Wahid arrived full of energy and enthusiasm to take over the project and monitor the children's schooling and their health. He brought new partners on board and established a whole new ecosystem designed to help the children fulfil their potential.**

"Opening 40 classes in the midst of a slum can only be done by having highly-motivated people on the ground"

"Running and sponsoring races to pay for children in the slums to attend high school"

### Employees take part in sponsored runs to secure a better life for children in need

Getting 1,500 children through primary school and taking their first exam is great - but why stop there?

We decided to take it to the next level and give children the possibility of attending school until the age of 16 to give them the best chance of finding work and changing their life. In September 2017, İDKIDS staff rose to the challenge when they agreed to enter sponsored runs to give children in the Dhaka slums the chance of a high school education. One year's schooling costs about €100, and 250 children had the

ability to attend high school or undertake vocational training.

73 of our employees ran two races in Lille - the Course de la Braderie and the Urgent Run - sponsored by 427 of their colleagues to raise money for the İDKIDS Foundation and the children of Dhaka. They raised an impressive €11,000, **meaning that the Foundation received a total of €22,000 thanks to the group's pledge to match the amount raised by its employees. Mission accomplished: 250 children will be going to school in 2019!**



# BANGLADESH

NGOs, SUPPLIERS, BUSINESSES AND FOUNDATIONS ALL TAKING ACTION FOR THE CHILDREN OF DHAKA



## Complementary NGOs team up to provide education, treatment and access to water for the poorest families

The schooling project we undertook with Grameen Shikha in 2014 has gained momentum, with children now receiving medical care and supervision at a clinic based inside the shanty

town. Nutrition training is also delivered by Grameen Danone, and Eau et Vie provide families in Mirpur with access to water and hygienic conditions.

## Partners, brands and Foundations all on board with İDKIDS to help children thrive

İDKIDS wanted to widen its scope of action to give children as many opportunities as possible to thrive. It's not just about learning to read, write and count, but giving them the chance to develop their other talents too, such as music, drawing, singing, dancing and sport. The children sing and have music lessons every week, and take part in an art competition and

a cultural event every year. Our future partnership with Decathlon will soon mean they are able to enjoy sport in good conditions. Other companies such as Camaïeu, the Anber Foundation and our own quality control platform are all on board with this project to provide new opportunities to the children and new prospects for the future.



## Growing numbers of suppliers want to help the children

After getting schools off the ground with Texeurop, our biggest social business partner, many more suppliers are now involved in this worthwhile initiative to help children. This lasting and tangible initiative brings suppliers together, going well beyond the realm of rivalry, with each party making a valuable contribution.

“Not having competitiveness as our main goal but focusing on the children”

# MADAGASCAR

## 2017: 10 YEARS OF PARTNERSHIP BETWEEN THE İDKIDS Foundation AND INTER AIDE



## PARTNER NGOs AND CHARITIES IN OUR PRODUCTION COUNTRIES



### GRAMEEN SHIKKHA

This Bangladesh-based NGO sets out to educate children in the slums. It is part of the Grameen NGO founded by Muhamad Yunus, winner of the Nobel peace prize.



### BICE

BICE (International Catholic Child Bureau) specialises in child protection and promotes all forms of childhood development: protection, food, care and education.



### SANJOG

This Bangladesh charity strives to improve education and protect children. It runs initiatives to overcome discrimination and combat child exploitation.



### INTER AIDE

INTER AIDE operates through its partners on site to address local needs, and supports projects promoting childhood development, education and health. The İDKIDS Foundation backs a number of its projects in developing countries.

INTER AIDE is an NGO that helps the poorest families in countries such as India and Madagascar, and our Foundation has embarked on long-term projects with them. In 2017, Cécile Delivre, the head of the İDKIDS Foundation, went to Madagascar to catch up with the charities working among the local communities and meet with the children and families to see how the projects we fund were getting on.

The first organisation, KOLAINA supports the most deprived families and provides birth certificates for undeclared children. They also help families to become financially independent.

"During our visit, we went to see the mothers and their babies at their homes. They live in wooden huts made up of a single room, with the most fortunate of them located up on the hillside so that they don't get flooded during the rainy season. The four mums we met find it hard to hold down a stable job because of their children's and babies' health problems.

### "Offering children a preschool education with KOZAMA"

They are all trying to find a way to become more stable and KOLAINA keeps an eye on them and helps them with any administrative procedures they undertake.

When we met them, we also attended a children and parents session organised by KOLAINA in the centre of a shanty town. The aim is to help parents and children to spend time together and to restore the bond between them, because many of the women have children at a very young age. They sing, bathe their babies and talk to other parents which creates quality time with their baby.

Then we went to see the children that attend kindergarten thanks to another organisation, KOZAMA.

They have classes for half a day, and a partnership with the local state schools means that the children can then get into primary school. Just like in France, the children sing songs and make drawings, flowers and hearts for Mother's Day."



### GOOD HEAL TRUST

Good Heal Trust is an NGO in Bangladesh that specialises in providing healthcare aid to the poorest populations. With the help of GHT, the İDKIDS Foundation has opened a dispensary for children in the slums of Dhaka.



### EAU ET VIE

Eau et Vie improves the living conditions of families in the slums in developing countries by installing running water in their homes and providing training and services for water treatment, waste management and fire prevention.



### AINA TRUST

The trust's main aims are: children's well-being, upholding human dignity and children's rights, and providing access to education and healthcare among the most marginalized communities.



### STEPPING JONES

Stepping Stones is an NGO that strives to improve access to healthcare and education for underprivileged Chinese children, in particular "migrant children" from poor rural families who flock to Shanghai.



### PARTENAIRES

This charity opened the Maer Schol shelter in Dhaka which takes in 80 children off the streets to protect them and provide them with an education and vocational training.

# OUR BRANDS AND CUSTOMERS ARE ALL MAKING A DIFFERENCE ALL OVER THE WORLD



TRUE TO THEIR COMMITMENTS, OUR BRANDS  
GET CUSTOMERS AND STAFF ON BOARD

okaïdi

EMPOWERING CHILDREN  
TO SHAPE THEIR WORLD  
AND BE HAPPY

## SPORT IN THE CITY

In 2017, Okaïdi, İDKIDS staff and customers joined forces with **Sport dans la Ville**, a volunteer organisation that uses sport to boost children's self-esteem in underprivileged communities.

Okaïdi ran two mini donation campaigns among its customers in 2017, which raised almost €47,000 for the charity. The money will go towards opening a sports centre in Roubaix where children will be able to attend football and hip-hop sessions and find help for entering the job market.

The whole İDKIDS community got involved; employees gave their time to help run two sports sessions with local children, and the HR department contributed to the initiative with a scheme to help people get a foot on the job ladder.



**YouTube** YouTube channel (in French): [Nos collaborateurs avec Sport dans la ville](#)

## GOOD WORLD

As Okaïdi's mission is to empower every child to be happy, responsible and proactive, we decided to go all out when we responded to Goodworld's third call for projects! Since 2014, the brand has been inviting children to come up with innovative ideas for tackling social and environmental issues.

In 2017, however, not just one but six children got the chance to receive up to €3,500 of funding for their projects along with help from Okaïdi and a partner company to get them off the ground.



In 2017, one project really stood out: **The Baptisto'Phone**, an app that keeps friendship alive between children in hospital and their class. The project, which is the brainchild of 7-year-old Baptiste, got 3,400 votes and will be championed by two İDKIDS employees and Play Bac, the publisher behind the Mon Quotidien magazine.

[Go to goodworld.fr to find out more and see all six winning projects.](#)

## CATS (Children Acting for Transforming Society)

The İDKIDS Foundation supports CATS to empower children to shape the world of the future.

Over the last 5 years, hundreds of children and adults all over the world have met up in July in the Swiss town of Caux to hold a week of talks on children's rights. Together, they hold workshops to discuss, debate and test out ways for children to play a part in their rights.

As this cause is close to the heart of the İDKIDS Foundation, we teamed up with CATS during the event and also participated in Goodworld's call for projects by inviting CATS to sponsor a project promoting diversity.





## HELPING EACH CHILD FIND AND DEVELOP THEIR TALENTS

### OXYBUL ÉVEIL ET JEUX GET ON SIDE TO HELP VULNERABLE CHILDREN UNLOCK THEIR TALENTS



Oxybul places the utmost importance on **unlocking and developing the talents of every child**, and all the more so for those who need a little extra help due to a disability.

As part of its **“Play and Handicap”** programme, Oxybul provides games that are suitable for able-bodied and disabled children alike. Although they are not specially designed for children with a disability, Oxybul is mindful of curating a selection of about a hundred products for children aged 0 to 12 which are approved by professional experts and, more importantly, tested by children.

In doing so, Oxybul listens to the parents of disabled children, endeavours to suggest ways to aid their children’s development through play, and helps to raise awareness.



## CREATING COMMUNITY TIES IN AN EARLY YEARS SETTING



### A HOUSE FOR PARENTS AND CHILDREN TO GET TOGETHER

The Rigolo Comme La Vie - Noémi centre opened in Roubaix in 2017 is a place where **parents can try out good parenting practices in a reassuring environment.**

struggling to overcome difficult situations in order to make their lives less stressful. The centre is also a **place for meeting and interacting with others regardless of any differences.**

“A comforting look is all it takes to reassure parents and make parenting less scary; that’s why staff and volunteers at the Rigolo Comme La Vie-Noémi centre welcome, support and help families” explains Aglaé, who runs the centre.

**“Talking, playing, watching and laughing are great for improving communication, understanding and tolerance!”**

The centre was set up by Noémi, one of Rigolo Comme La Vie’s well-established partners, and provides special assistance for families dealing with a disability. Any families in

need of support can find it here by talking through family problems, chatting to others and sharing experiences.

The aim of this valuable facility is to offer free support and meet the needs of families who are



## ENSEMBLE POUR L'ÉDUCATION AND THE POSITIVE EDUCATION TRAIN

From 2 to 20 November 2017, the early years and parenting train run by the organisation **Ensemble pour l'Éducation** pulled into 10 towns in France including Paris and Lille.

6 train carriages were packed with videos, information and objects for learning about child development from a neuroscience point of view. The exhibition highlighted **the importance of positive learning.**



Experts from the ÏDKIDS Community spoke at the talks. Oxybul Eveil et Jeux explained how play and sensory and motor experiences help children to develop their talents. The Rigolo Comme la Vie nurseries demonstrated the value of diversity using the example of a nursery that has a mix of able-bodied and disabled children.

To wrap up the event, on 20 November children from We are World Citizen, a music group formed as part of an Okaidi scheme, came along to sing about children’s rights.





LOVE MAILLE:  
KNITTING  
AS PART OF SOCIETY



Since 2014, Jacadi has been teaming up with the Roubaix charity Amitié Partage to run the Love Maille initiative whereby mothers who are distanced from the job circuit hand-knit garments for newborns.

This year, the project gathered even more steam as a strong contingent of Jacadi employees from different departments got in on the action.

And it certainly worked - Love Maille sales for 2017 bear out the initiative's success, with 240 items being sold and all profits donated to Amitié Partage, a charity that helps families in need.

The project will be run again next year and 300 garments for the 2018 collection are being knitted as we speak!

YouTube channel (in French): Fondation d'Entreprise ÏDKIDS - Love Maille



Photo credits: SOS Villages d'Enfants

SOS VILLAGE D'ENFANTS  
TAKE IN AN EXTRA  
67 CHILDREN

"It's important for the children to feel at home... We're also going to include a playground that's open to everybody so they can make friends with other children in the town"

Architect of the new SOS village.

In 2017 Jacadi introduced a mini donation campaign, inviting customers to round up their purchases or make a donation to SOS Villages d'Enfants. This organisation strives to keep brothers and sisters together when they are placed in care, so they can grow up together in a loving environment with an SOS foster mum.

Two mini donation campaigns were run, one in the spring and one at Christmas, to help fund two new SOS villages in the French towns of Beauvais-sur-Matha and Gémozac which will be able to offer a home to an additional 67 children.

Many thanks to the 9,287 donors who helped to raise €49,858 for SOS Village d'Enfants in France in 2017!

PARTNER NGOs  
AND CHARITIES  
IN KEEPING WITH OUR  
BRANDS' COMMITMENT



ENSEMBLE POUR  
L'ÉDUCATION

Ensemble pour l'Éducation is a nonprofit organisation which raises awareness among local authorities, professionals and parents about parenting and early years development.



SPORT DANS  
LA VILLE

Sport dans la Ville uses sport as a way to help children to boost their self-esteem and find their place by running sports programmes in underprivileged areas around Lyon, Paris and Lille.



AMITIÉ PARTAGE

This organisation distributes food and clothing to very deprived families in Roubaix. It also helps women to regain their self-confidence and get them back into the workplace.



CATS

CATS (Children as Actors for Transforming Society) is an international programme that lets children be heard so they can shape the society they live in and make the changes that are needed.



SOS VILLAGES  
D'ENFANTS

SOS Villages d'Enfants enables children from the same family to stay together in foster care.



LA VOIX  
DE L'ENFANT

La Voix De l'Enfant encompasses 80 nonprofit organisations in 101 countries that endeavour to listen to children and defend their rights "whoever and wherever they are".



NOÉMI

Noémi strives to change the way people view and treat people with multiple disabilities by providing professionals and parents with tools to overcome the issues they face on a daily basis.



SURFRIDER  
FOUNDATION  
EUROPE

Set up by a group of local surfers in 1990, Surfrider Foundation Europe is a nonprofit organisation dedicated to protecting and promoting the value of lakes, rivers, the ocean, waves and the coast.

# GENEROSITY GOES ABROAD

Encouraging everyone to help make the world a kinder place



 **ACT WITH YOUR HEART**

## MINI DONATIONS: GIVE A LITTLE... TO HELP A LOT

In 2016, the mini donation campaign was launched at our Okaïdi and İDKIDS stores in France and Belgium based on a simple idea: give a little to help a lot. The result far exceeded our expectations; €115,000 raised and donated to charities for children in need.

In 2017, the group wanted to take this initiative even further by introducing the mini donation scheme in Jacadi stores and exporting it to other countries.

**France, Belgium, Italy, Switzerland, Luxembourg, Poland, Spain, Germany and Canada; 9 countries took on the idea** and chose local charities that they wanted to support.

In France, the group donated the proceeds of its two mini donation campaigns to Sport dans la Ville and Ensemble pour l'Education, while Jacadi opted to help SOS Villages d'Enfants in France and worldwide.

In 2017, this mass effort led to **€366,000 being raised in Okaïdi in France and other countries** and €55,000 being donated to SOS Villages d'Enfants on behalf of Jacadi customers.

**Over €420,000 raised by mini donations:** thank you to all our customers and teams for their support and generosity towards children in need.

## EACH COUNTRY CHOSE A CHARITY

### SPAIN Caritas España

Our Spanish stores chose to donate their proceeds to Caritas España, an organisation that helps families experiencing hardship and fights to defend and develop human rights.

### POLAND Szlachetna Paczka

Szlachetna Paczka supports Polish families experiencing financial hardship and is the charity chosen by our Polish stores.

### CANADA Kids Up Front Toronto and the Sainte Justine Foundation

Stores in English-speaking Canada chose Kids Up Front Toronto as the cause for their mini donation campaign. The charity brings sport, culture, music and leisure activities to children who wouldn't otherwise have access to them. Meanwhile, French-speaking stores chose the Sainte Justine Foundation which helps the hospital of the same name to keep continually improving the way they help growing numbers of children to get better.

### SWITZERLAND Terre des Hommes

Our Swiss stores chose to donate the funds they raised to Terre des Hommes, an international federation dedicated to children's rights and equitable development in nine countries. It runs projects that help vulnerable populations, and children in particular, to defend their rights.

### GERMANY Immersatt Kinder

Our German stores chose the charity Immersatt Kinder to benefit from their fundraising. Immersatt Kinder strives to prevent hunger in the town of Duisbourg, particularly among children and teenagers. Their actions include distributing breakfast to almost 800 children every day at schools in the town.

### BELGIUM ASBL La Lumière

The mini donations collected at our Belgian stores funded ASBL La Lumière, a charity in Liège that provides services for blind or visually impaired people.

As well as the donating funds, the Liège teams also donated their time and energy to help out at the Saint Nicolas celebrations organised by the charity.



## ITALY TOPS THE CHARTS

In 2017, the mini donation campaign was opened up to other countries including Italy, where checkout donations beat all the records!

Over two campaigns run in spring and winter 2017, Italian Okaïdi and İDKIDS customers donated almost €272,500, with no less than **€164,522 being awarded to Dynamo Camp!**

Dynamo Camp is an Italian organisation that promotes and runs holiday camps for children with serious illnesses. The children and their family enjoy a fun-filled holiday to help them restore their confidence and keep their hopes up as they deal with their illness.



“Grazie a tutti per aver sostenuto con tanta generosità i bambini”



Photo credits: Dynamo Camp

# İDKIDS MAKES THE WHOLE WORLD SMILE



Since 2016, our brands have been putting a smile on the faces of children in hospital with the Offer a Smile campaign that sees hospital clowns doing the rounds to cheer up young patients. Our staff and customers both agree that it was a hit right from the start.

For International Smile Day, red noses were sold for €1 at all Okaidi, Oxybul, Jacadi and İDKIDS stores in France and 18 other countries!

And the event reached its highest peak ever this year with no less than 122,000 red noses sold across the world in 2017, raising €105,000 for hospital clown organisations. This type of effort epitomizes our dedication to doing what we can to help children in need and shows exactly how **WE ACT FOR KIDS!**

The Offer a Smile campaign was heartily supported by our customers all over the world.



## THE OFFER A SMILE CAMPAIGN WAS A HUGE SUCCESS IN BOSNIA AND HERZEGOVINA

The campaign got lots of coverage in the local media and we sold out of red noses in under a week!

One of the things the charity chosen by our Bosnian stores does is brighten up the days of young cancer patients, and they have already used the red noses to produce a fabulous series of photos!



Photo credits: srce za djecu koja boluju od raka

## 18 countries cheering up children in hospital

122,000 red noses sold around the world raised €105,000 for hospital clown organisations



Photo credits: Payasospital

### IN SPAIN,

the money raised from selling red noses in our stores was used to fund visits from clowns from a number of organisations including Payasospital.

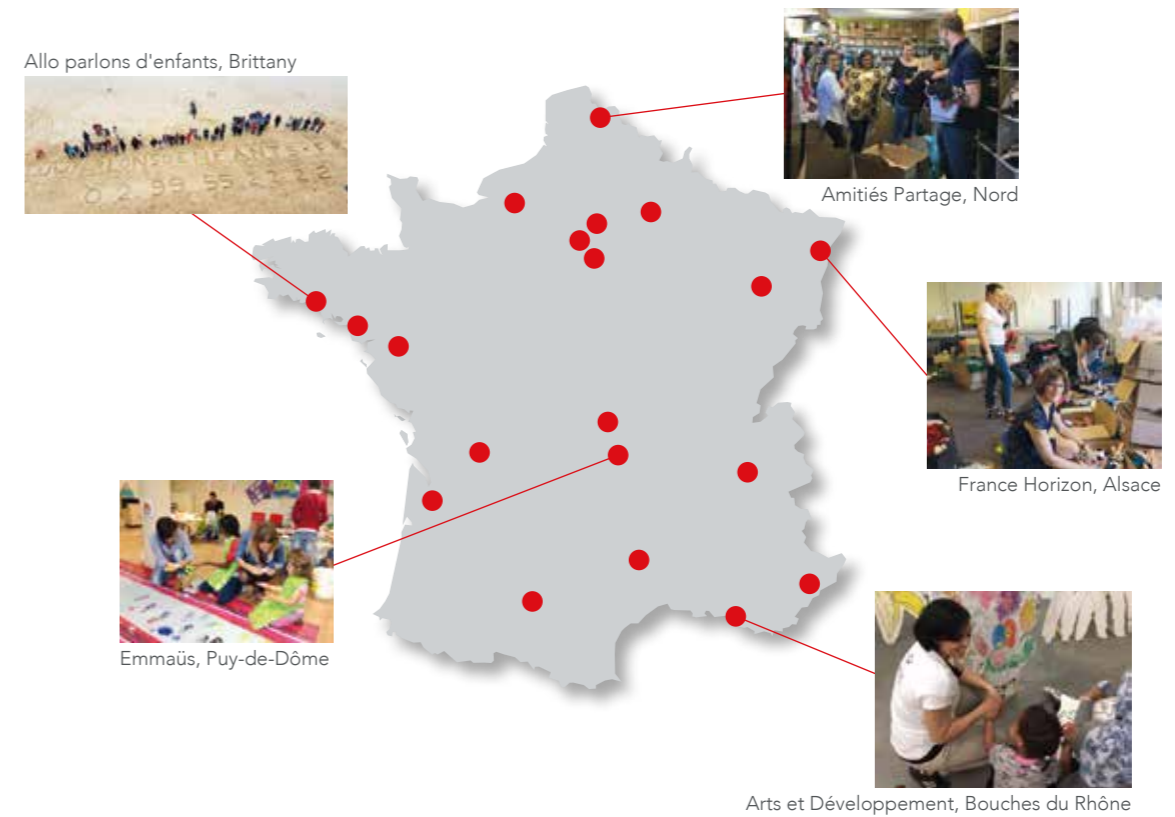
Over four days, 180 children and teenagers in hospital in Valencia had some rather unusual visitors; the Payasospital clowns dropped in to brighten up their day and take their mind off their hospital surroundings for a short while with songs and games.

# A GROWING NUMBER OF EMPLOYEES ARE SHOWING UP TO HELP LOCAL COMMUNITY GROUPS



**IN 2017, WE PUT OUR PLEDGE TO ACT FOR KIDS INTO ACTION THANKS TO OUR MOTIVATED STAFF FROM HEAD OFFICE AND THE STORES**

# 500 EMPLOYEES WORKING TOGETHER FOR CHILDREN



**“To be repeated without moderation to fulfil our WE ACT FOR KIDS ethos”**

Nathalie Gentile Martin

The Foundation has been getting İDKIDS employees on board for over ten years. Many volunteer as ambassadors of the Foundation, with others sponsoring a nonprofit organisation. The Foundation also encourages employees to get involved with groups and organisations in their local area and they are entitled to spend one day a year volunteering during their work time.

In 2016, 80 employees made use of this opportunity, and in 2017, 550 employees spent a day volunteering at 30 organisations, with the Okaïdi, Oxybul and İDKIDS staff being particularly active.

From 29 May to 2 June, 400 employees from the İDKIDS network in France got involved for a day with the aim of creating cohesion among teams by collectively contributing to a worthwhile cause.

All the teams volunteered to spend time with local organisations for the benefit of children most in need of help. They benefited from rewarding experiences such as running activities for the children, sorting waste, and cleaning beaches and mountains. All of which are fully aligned with our group’s commitment: **WE ACT FOR KIDS.**

On 14 June, it was the Jacadi team’s turn. Almost 50 employees spent a day in the community helping 4 different organisations and more than 500 children, in a variety of ways, from customising clothes and putting on a fashion show with France Parrainage, to helping to run activities with Sport dans la Ville, Le Maillon or Action contre la Faim.

These volunteer days are a great way for our teams to build ties with the local community and enjoy a fun and friendly event with the children.

## MUSICAL DISCOVERIES, AMUSEMENT STANDS AND PRIZES BY LE PÈRE NOËL EST-IL UN ROCKER ?

The İDKIDS Foundation and Oxybul Éveil et Jeux have been in partnership with Le Père Noël est-il un Rocker ? for the last five years. The Foundation funds the organisation's present distribution days which ensure that children from social centres in the Lille are sure to get a Christmas present. The organisation holds concerts which spectators pay to attend with gifts rather than money.

To make the event special and allow the children to actively participate, students from Le Père Noël est-il un Rocker ? organised amusement stands and games with other local groups and İDKIDS employees.

In 2017, our staff ran some of the tossing game stands while presents were handed out in Roubaix. The children had fun with bowling, ring throwing, mini-basketball and piñata activities before receiving their gift. Le Père Noël est-il un Rocker ? also held workshops to introduce children to music, which İDKIDS employees were able to attend.



**LE PÈRE NOËL EST-IL UN ROCKER ?**  
Number of beneficiaries: 1,550  
Funding: € 5,000

 YouTube channel (in French): Fondation d'Entreprise İDKIDS – Le Père Noël est-il un Rocker et les collaborateurs d'İDKIDS

## MUSEUMS FOR ALL WITH THE PALAIS DES BEAUX-ARTS

On 8 June 2017, the Palais des Beaux-Arts fine arts museum presented artwork produced by hearing-and visually-impaired children.

The İDKIDS Foundation ran sessions throughout the year to give the children access to the museum's collection in a way that was adapted to their disability and that helped them to develop their other senses, such as tasting a cardamom seed or grating nutmeg in a context linked to the artwork.

The project was also backed by the AnBer Foundation. Together, we attended all the different art sessions - music, dance, crafts - located throughout the Palais des Beaux-Arts.

The initiative and the learning tools used for it are all ready to be used again.



**PALAIS DES BEAUX-ARTS**  
Number of beneficiaries: 50  
Funding: €10,000



“Disability is seen through the lens of what's possible”

## STAFF ROLL UP THEIR SLEEVES TO RENOVATE A THERAPY CENTRE WITH LA SAUVEGARDE DU NORD

The İDKIDS Foundation is a partner of La Sauvegarde du Nord, an organisation that supports struggling families, helps young people into the workplace, and aids vulnerable children at its child support centre.

Over two days in July 2017, 27 employees from our head office in Roubaix took it in turns to paint the educational therapy centre in the town of Hem with the teaching team and the children, to make the premises brighter, more pleasant and more inviting.

Lots of positive energy led to special times being shared and unforgettable memories being made for the children, who were delighted to see their bedrooms as good as new.



 YouTube channel (in French): Fondation d'Entreprise İDKIDS – Nos collaborateurs repeignent un ITEP de La Sauvegarde du Nord

## REGARDS CROISÉS: A FILM ABOUT LIVING TOGETHER

In partnership with the youth organisation OMJC (Observatoire des Mutations de la Jeunesse et de la Citoyenneté) in Villeneuve d'Ascq, the İDKIDS Foundation contributed to the production of a fictional documentary which brought two types of audience together, children with and without a disability, to address a single outcome: an educational project about how we can live together better.

10 and 11-year-olds from the Picasso primary school in Villeneuve d'Ascq and children from a special needs class learnt to get to know each other better by acting in a film about finding out about other people's qualities and differences.

The Foundation is also helping to make a second film in another school in 2017/2018. These films will be used in a wider context as learning tools to contribute to teaching children about ways to accept and live with other people, and to help all children to find their place in the school environment.



**REGARDS CROISÉS**  
Number of beneficiaries: 400  
Funding: €5,000

# 10 YEARS OF GENEROSITY WITH **DONS SOLIDAIRES**

**10 YEARS OF PARTNERSHIP AND IN-KIND DONATIONS FOR THOSE IN NEED**



Businesses are now allowed to donate any unsold non-food goods to families in need.

These donations help **650,000 people** and are worth over **€30 million**, with **€4 million products** being donated every year by **Dons Solidaires** in France. Regional agencies and devoted volunteers work actively with local charities.

European partnerships have been put in place so that basic necessities can be distributed as efficiently as possible.

For the last 10 years, **Okaïdi**, followed by **Oxybul Éveil et Jeux** and **Jacadi**, have donated their unsold stock to **Dons Solidaires**, amounting to 340,000 items every year worth a purchase price of **€1.5 million**.

**YouTube** YouTube channel (in French): [Fondation d'Entreprise İDKIDS - Journée Dons Solidaires](#)

## 5 YEARS OF SOLIDARITY DAYS WITH İDKIDS EMPLOYEES TO HELP CHILDREN

**June 2013:** employees teamed up with Grain de Soleil to distribute Play Kits and Back to School Kits to 700 underprivileged children in Chanteloup-les-Vignes near Paris.

**June 2014:** employees reconditioned and distributed Play Kits to 300 children and ran face-painting, drawing and balloon shaping sessions.

**October 2015 and 2016:** children who receive aid from two organisations near Douai got to choose their own clothes, take part in workshops and put on a fashion show for their families.

**2017:** İDKIDS employees rallied together for the children aided by Dons Solidaires. The teams at the Okaïdi purchasing office put together a hundred outfits so that children from La Passerelle de Lille could choose new clothes for going back to school.

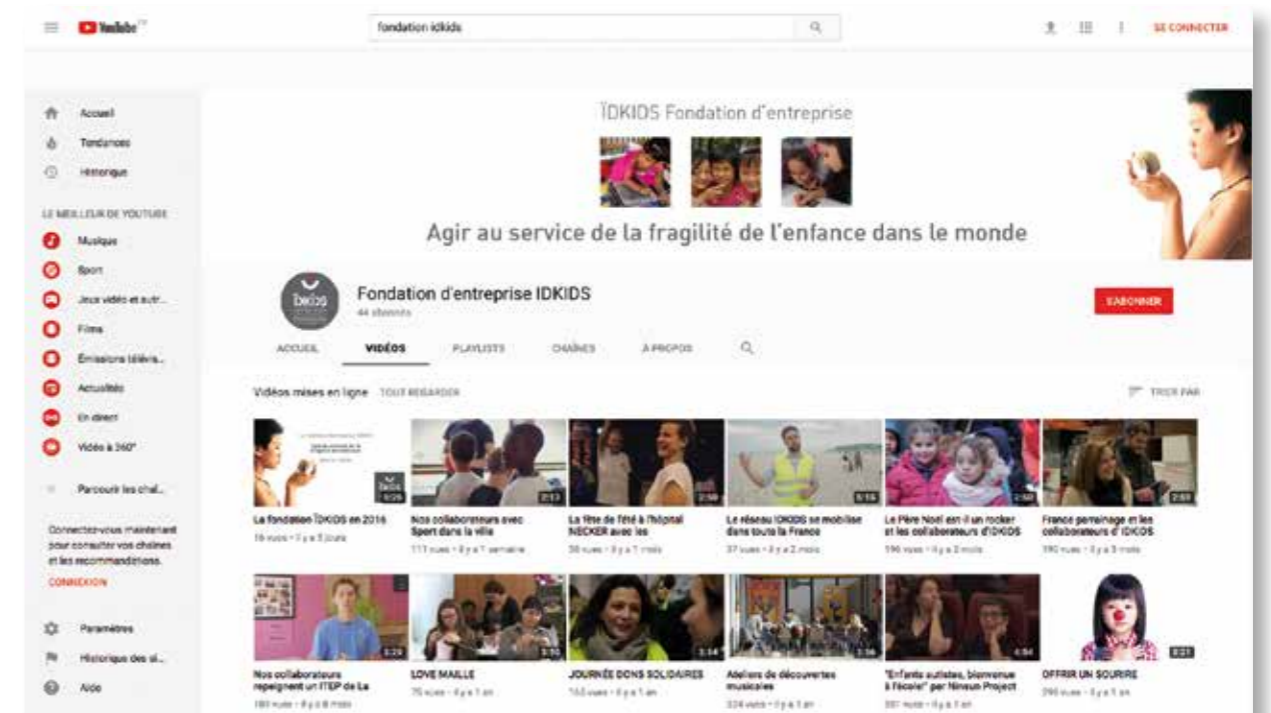
65 children spent the afternoon with İDKIDS employees who helped them to choose their outfits and got them ready to walk down the catwalk in front of their families.



## SEE WHAT'S BEING DONE BY THE FOUNDATION

idkids.fr website  
Bubble magazine

And see our projects in action on the İDKIDS Foundation YouTube channel



# INTEGRATION AND PROTECTION OF CHILDREN

# ÉDUCATION ET OUVERTURE À LA CULTURE



## LUDOPITAL

This organisation brightens up the days of children in hospital by collecting, refurbishing and redistributing toys to children in paediatric units.

**Project supported:** Fitting out and brightening up waiting rooms in paediatric units.



## FRANCE PARRAINAGES

In France, a local sponsor from this organisation provides emotional support for children with difficult family circumstances. Elsewhere in the world, it gives children access to schools and medicine.

**Project supported:** Product donations and training for the organisation's sponsors.



## REPI

The Relais Enfants Parents Incarcérés for incarcerated parents helps to preserve the bond between children and a parent in prison by setting up specially adapted visiting areas where they can spend quality time together.

**Project supported:** Father's day, Mother's day and Christmas celebrations for children with a parent in prison.



## LA CHARTREUSE DE NEUVILLE

La Chartreuse de Neuville is a historic monument that has been converted into a cultural centre and is used to heal cultural and social rifts in rural, isolated and vulnerable areas by running activities for children..

**Project supported:** Learning workshops for children in rural areas and literacy sessions for parents.



## DONS SOLIDAIRES

Dons Solidaires bridges the gap between businesses and charities to distribute essential items that people on very low incomes can't afford.

**Project supported:** Donating clothes and toys for children aged 0-14.



## LA CORDÉE

Backed by the Fondation Espérance Banlieues, this school gives children from a disadvantaged neighbourhood the chance to build their own future.

**Project supported:** Helping to fund their school in Roubaix.



## ARTS ET DÉVELOPPEMENT

This charity promotes child development by providing artistic creativity workshops free of charge for all the children in designated priority neighbourhoods in Marseille.

**Project supported:** Artistic workshops in a new priority neighbourhood in Marseille.



## 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:** Present distribution days and musical afternoons for children from underprivileged neighbourhoods.



## CINÉMA L'UNIVERS

This charity runs a cultural centre near Lille where citizens can express themselves through visual arts, to get young people from a priority neighbourhood to open up to culture.

**Project supported:** People's workshops and debates following film screenings.



## LES BLOUSES ROSES

This organisation works with children and adults in hospital and elderly people, bringing them fun musical and creative activities to break their isolation.

**Project supported:** 8,000 presents donated to children in hospital at Christmas.



## PETIT CŒUR DE BEURRE

This organisation provides moral and material support for people with congenital heart diseases, especially children and their families.

**Project supported:** A puppet collection for the patients at Necker children's hospital.



## OMJC

OMJC Villeneuve d'Ascq creates projects and learning tools for programmes to help children and families.

**Project supported:** Making a film with disabled and able-bodied primary school children to foster a society where we all live together and get along.



## JOKER

Joker designs projects to help children with disabilities to develop and thrive, such as their Bulle d'Air learning centre for disabled children who are unable to attend a mainstream school full time.

**Project supported:** Videos to help autistic children and parents.



## ASMAE

This NGO specialises in child development and offers support to vulnerable parents. Its actions aim to support children and families in need and to help them achieve independence by providing access to education and protection.

**Project supported:** Organising outings and mini-breaks for mothers and their children.



## LE PALAIS DES BEAUX-ARTS

Fine arts museum Le Palais des Beaux-Arts wants to open up its collections to as many people as possible. It opens its doors to more vulnerable audiences and runs activity sessions for children with disabilities.

**Project supported:** Arts workshops for visually-and hearing-impaired children at a medical learning institute.



## LES PETITES ÉCOLES POUR TOUS

This organisation advocates diversity and provides special needs support for children with cognitive or social adjustment disorders.

**Project supported:** IKIGAI, a fun workshop to create bonds between autistic and neurotypical children.



## AR ROC'H

Ar Roc'h offers therapeutic, educational and learning support for children with psychological difficulties to help them improve their social skills and gain access to learning opportunities.

**Project supported:** A robot designed to help children on the autism spectrum by facilitating learning and promoting independence.

# 2018, TOGETHER, WE'LL AMPLIFY OUR ACTIONS

## WITH THE İDKIDS COMMUNITY ENDOWMENT FUND

### OUR CORPORATE FOUNDATION IS CHANGING TO BECOME THE İDKIDS COMMUNITY ENDOWMENT FUND

A mission that slots seamlessly into the continuation of the Foundation's work, allowing us to move further and faster.

This change is a move to amplify our actions for our WE ACT FOR KIDS promise and to create an even wider community of ACTION TAKERS to help the SUSTAINABLE AND INTEGRAL DEVELOPMENT of vulnerable children around the world.

### THE ENDOWMENT FUND'S COMMITMENTS

- **Give more people the chance to get involved in our donation schemes.**  
Motivate, rally and involve all parties: parents and children, customers and staff, NGOs and businesses, public authorities and other foundations, both financially and personally.
- **Engage in areas that are key to children's comprehensive development:**  
parenting, education, inclusion and protecting children and their environment.
- **Develop social businesses to make our actions sustainable**  
Work with people in all sectors of the community to promote social enterprise and sustainable projects that have a strong impact on society.
- **Intervene around the world while promoting local-level initiatives**  
Use the endowment fund to finance schemes relevant to the local environment and communities. Give back to the countries we manufacture in by amplifying initiatives and social businesses there.



**İDKIDS**  
COMMUNITY

## COME AND JOIN US!

### AS AN EMPLOYEE

#### BECOME A FOUNDATION AMBASSADOR

Be a liaison officer for the Foundation within the İDKIDS community.

#### SPONSOR A CHARITY PROJECT

Be the liaison person between the Foundation and a local organisation.

#### TAKE PART IN A SOLIDARITY DAY

Help an organisation by taking part in an uplifting and meaningful one-day event.

#### SUPPORT A CHARITY THROUGH SKILLS SPONSORSHIP

Contribute your skills and experience to a volunteer organisation.

#### BECOME A "REPORTER D'ESPOIR"

Meet our partner organisations during a trip to one of our production countries and tell us what the İDKIDS Foundation is doing there.

#### DONATE

Co-fund an İDKIDS Community Endowment Fund project.

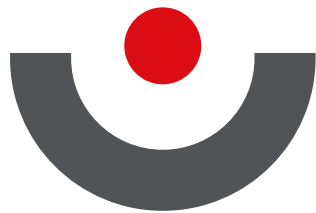
### AS A CUSTOMER, PARENT, FOUNDATION, SUPPLIER OR PARTNER...

CO-FUND AND GET INVOLVED IN A PROJECT TO HELP CHILDREN IN NEED WITH THE İDKIDS COMMUNITY.

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**THANK YOU**  
**EMPLOYEES**  
**PARTNERS AND CUSTOMERS**  
**FOR YOUR COMMITMENT**  
**TO THE**  
**İDKIDS**  
**FOUNDATION**



**İDKIDS**  
COMMUNITY