



2010 Progress Report





Since its creation in 2008,
the Bel Foundation has:

supported 23 projects
awarded 10 employee grants
donated € 352,866 to support projects

Message from the President

2010 marked the second year of the Bel Foundation's existence and ended on a very positive note: the number of projects supported nearly tripled compared to 2009, and the Foundation's presence expanded into new countries in Africa (Algeria, Burkina Faso and Senegal), Europe (Great Britain, Poland, Portugal and the Czech Republic) as well as into China and Mexico.

“Bel’s mission to bring a smile to the faces of more and more children and families around the world is not just achieved through our brands.”



Antoine Fiévet
President of the Bel Foundation
Chairman and Chief Executive Officer of the Bel Group

This development is due in great part to the creation of employee grants. These grants were born out of Bel's willingness to allow teams based around the world to participate in the Foundation's activities and receive its support for their own charitable commitments. This first edition has been a huge success, with the ten available grants awarded to employees in eight countries. We wish to capitalize on this outpouring of solidarity and see more sites mobilize to help local associations with projects.

Bel's mission to bring a smile to the faces of more and more children and families around the world is not just achieved through our brands; the mission is also achieved through the projects supported by our Foundation that address the daily concerns of parents everywhere: the promotion of balanced nutritional plans and the preservation of the environment. The recent involvement and commitment of our employees, along with the gradual recognition of the foundation by the associations, are a true source of satisfaction and encouragement for the years to come.

A handwritten signature in black ink that reads "Antoine Fiévet". The signature is written in a cursive, flowing style.

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2010 Balance sheet



Created in 2008 by the Bel Group, the Bel Foundation takes action throughout the world in two ways to support children and promote their personal health and well-being:

- The promotion of balanced nutritional diet
- The preservation of the environment

KEY FACTS AND FIGURES FOR 2010

2

Board of Directors meetings

11

Meetings of the Selection and Project Follow-up Committee (SPFC)

87

Request for funding received

19

Requests examined by the Board of Directors

12

Association projects sponsored

10

Employee grants awarded



12 association projects sponsored

- ADDE
- Ednica
- La Compagnie du Saut de l'Ange
- La Fondation d'Auteuil
- La Voie de la Lune
- Mame Mélanie
- Mission Possible
- Neerwaya
- Partageons nos cultures et nos connaissances
- Pesinet
- SOS Sahel
- Un Enfant par la Main



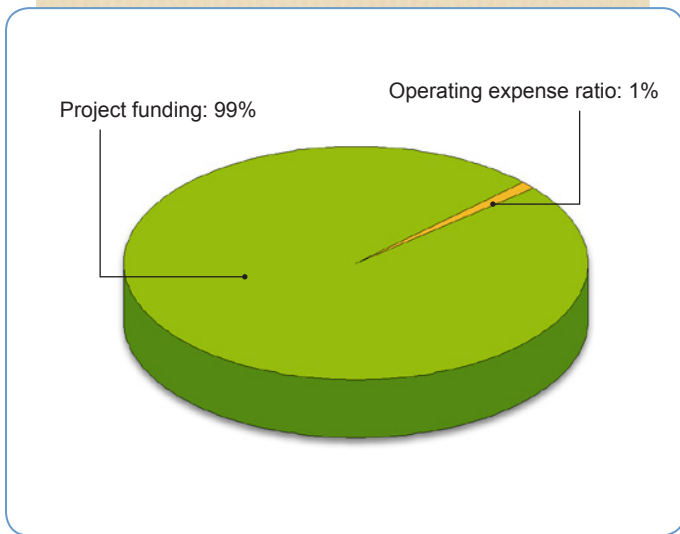
10 employee grants awarded

- Acreditar
- Couleurs de Chine
- Courir pour une Bel cause
- Entraide populaire familiale
- Hart herons swimming club
- Hrave zij zdrave
- Rodicovsky Klub Pri IV
- Soleil Marmailles
- Specjalny Orodek Szkolno Wychowawczy
- St George's community

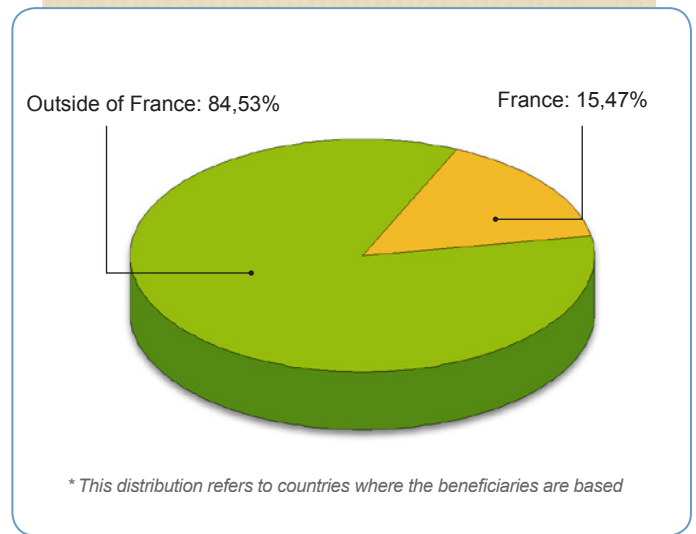


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Distribution of funding

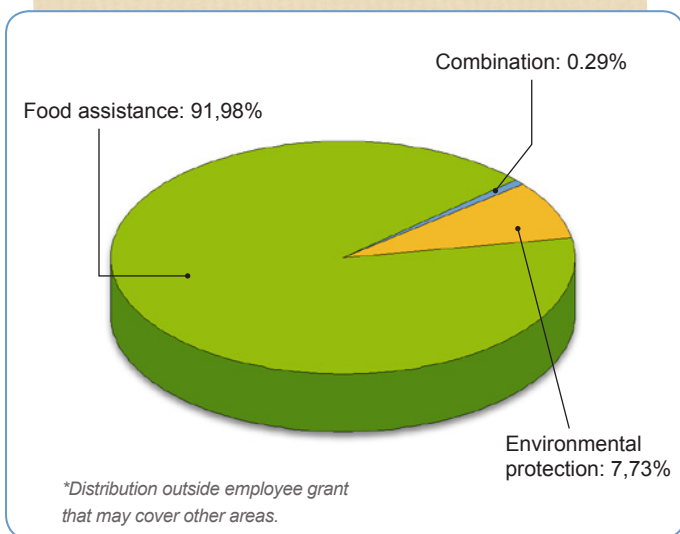
Bel Foundation funding



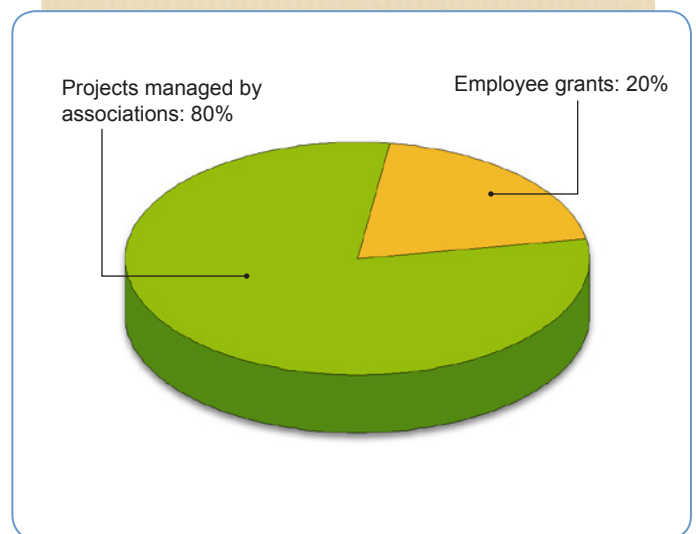
Distribution of funding to associations in France and outside of France*



Distribution of funding by type of intervention* (in %)



Distribution between sponsored projects/employee grants



The Foundation's accounts are audited by the Deloitte accounting firm.

Map of financed projects



- Projects sponsored in 2010 (associations and employee grants)
- Projects sponsored since the Foundation's creation

Projects sponsored in 2010



ADDE

Beneficiaries: 5 schools
Donation: € 5,200

Location :
Burkina Faso



Founded in Burkina Faso in 1996, the Association for the Protection of Children's Rights (ADDE) works to ensure that the fundamental rights of children are respected; this includes the right to an education, protection against discrimination in any form and the right to resources that contribute to their personal health and well-being. The association's outreach work aims to create awareness in matters of health, hygiene, education and environmental protection.

The Bel Foundation finances an environmental education program at schools that is structured around the creation of four nursery gardens.

ADDE is in the process of creating five nursery gardens at five schools in the Sissili Province that are already equipped with water pumps. Teachers, coordinators, nursery workers, students and parents will be trained on how to work these nursery gardens. Setting up these gardens will provide the children with an opportunity to learn about planting methods and environmental protection. A portion of the production grown will serve to feed the children in the schools while the rest will be sold to the parents and the surrounding community.



EDNICA

Ednica is dedicated to helping children, adolescents and teens in Mexico City who live and/or work in the street so that they can build a new life by going to school and adopting a healthier way of life.

The Foundation wished to get involved with Ednica by financially supporting an education program that promotes healthy, balanced eating habits.

Ednica is developing a program in three neighborhoods in Mexico City called "Eating well is the first step towards your right to good health!", which benefits children and adolescents working in the streets. The association first carries out a diagnostic assessment of the children's eating habits along with an analysis of their nutritional state. Following these studies, an awareness-building program focusing on healthy and balanced eating habits is organized in workshops led by a nutritionist. A balanced lunch is also prepared for the children along with help from the mothers.

Beneficiaries: 150 children
Donation: € 21,400
Website: ednica.org.mx

Location:
Mexico



Projects sponsored in 2010



LA COMPAGNIE DU SAUT DE L'ANGE

Beneficiaries: children over the age of 3
Donation: € 5,000
Website: sites.google.com/site/compagniedusautdelange/

Location:
France



La Compagnie du Saut de L'Ange is a cultural association based in Paris that creates and performs live shows and offers theater workshops for children and adolescents.

The Bel Foundation has decided to support the staging of a show entitled "Polluaire the witch and the little green people". This show aimed at young children playfully invites them to appreciate the fragile nature of our planet and the need to protect it.

This show of music and song is educational entertainment that revisits popular fairy tales while mixing in today's environmental concerns.

Themes such as water pollution, deforestation and the protection of nature are dealt with in a fun and playful way in order to raise awareness in the young audience.

The show will debut in the spring of 2011 in a Paris theater.



LA FONDATION D'AUTEUIL

The Auteil Foundation supports, educates and trains young people in France with serious social, family, emotional and learning difficulties in order to help them integrate socially.

Since 2007, the Auteil Foundation has been actively involved with small children by establishing support facilities in underprivileged neighborhoods. The MAPE Balthazar (childcare center) in Strasbourg, which provides facilities for approximately sixty children, has established an awareness-building program for toddlers and their parents that deals with good eating habits.

The objective of this Bel Foundation-sponsored educational program is to use games and workshops to increase the children's awareness of the need to maintain a healthy and balanced diet. These activities are complemented by creating dialogue between the parents and the center's professionals. Informational tools and presentation media have been specially designed for this purpose.

Beneficiaries: approximately one hundred children
Donation: € 10,000
Website: www.fondation-auteuil.org

Location:
France



Projects sponsored in 2010



LA VOIE DE LA LUNE

Beneficiaries: 22 children aged 8 to 14
Donation: € 6,000
Website: www.lavoiedelalune.org

Location:
 France



This association based in the 19th arrondissement of Paris has provided assistance to underprivileged families since its founding in 1991. It offers tutoring, supportive care and attention to children as well as services for adults and parents in the form of informational and parental-assistance meetings and employment assistance.

Since 2009, the association has also sought to build awareness in children and adults regarding better eating habits. The project "Tell Me What You Eat", supported by the Foundation for the second consecutive year, is an educational initiative that revolves around two key activities. The first activity is a series of cooking workshops to be held throughout the 2010-2011 school year. The second activity, aimed at parents, is a series of informational meetings led by a dietician on the topic of a balanced diet.



MAME MÉLANIE

Mame Mélanie is a French association that provides financial and material support to the Fatik school located next to Dakar in Senegal. With the association's assistance, the school has been renovated and equipped with a solar oven and a play area.

In 2011, thanks to the Bel Foundation's support, the association will ensure that the schoolchildren's nutritional needs will be watched over. To do this, a classroom will be set up and equipped so that a volunteer doctor for Mame Mélanie can examine the children and identify those suffering from malnutrition.

The association will also be responsible for creating and distributing a nourishing and nutritionally balanced snack for all the children between the ages of 2 and 5. These snacks will be prepared by volunteers at a training center for young girls in the region that works in partnership with the association.

Beneficiaries: 260 children
Donation: € 6,000
Website: mame-loquais.com/association.php

Location:
 Senegal



Projects sponsored in 2010



MISSION POSSIBLE

Beneficiaries: 20 children aged 6 to 12
Donation: € 5,000
Website: missionpossible.asso.fr

Location:
France



Mission Possible dedicates its time and effort to helping socially disadvantaged children between the ages of 6 and 12. The association works to prevent the social marginalization of children in difficult situations who live in the 19th and 20th urban district of Paris. It organizes sociocultural activities for the children and their parents, who are seeking assistance and advice in educating their children.

The Bel Foundation wishes to help establish a health and nutrition workshop in which the children receive theoretical instruction by a nutritionist as well as practical experience in preparing balanced meals. This unifying activity sensitizes children suffering from the effects of unbalanced diets to the importance of health and nutrition, and takes preventive action against this problem.



NEERWAYA

Neerwaya's mission is to provide support to the Koulpelogo communities in Burkina Faso. Specifically, it works to strengthen local community organizations by training them in sustainable agriculture and raising their awareness concerning health issues.

The Foundation wished to support the construction of 6 community gardens for the population as a whole, although the prime objective is to improve the quality of children's meals in order to fight against malnutrition. These gardens will enable children and their families to eat fruits and vegetables for a more balanced diet.

Beneficiaries: 1,526 mothers and 1,101 schoolchildren
Donation: € 9,900

Location:
Burkina Faso



Projects sponsored in 2010



PARTAGEONS NOS CULTURES ET NOS CONNAISSANCES

Beneficiaries: 10 schools
Donation: € 5,700
Website: asso-ap2c.kazeo.com

Location:
Togo



Partageons Nos Cultures et Nos Connaissances provides support to associations in developing countries.

In order to raise awareness among young people in Togo of the need to respect the environment, the association organized a soccer cup tournament this year for schools in Lomé (Togo), a city suffering greatly from the effects of pollution.

The Bel Foundation agreed to sponsor this soccer tournament between 10 of the city's schools. The tournament served as an opportunity to teach the city's children how to better deal with household refuse. School exhibits and debates, posters and displays along the playing fields and even a television spot promoting better ways to dispose of garbage were some of the many activities that were organized during the soccer tournament.



PESINET

In Bamako, Mali, the Pesinet association has established a program aimed at the prevention, detection and early treatment of childhood diseases for low-income populations. The goal is to reduce child mortality due to complications linked to mild diseases in Sub-Saharan Africa. This simple yet innovative service is based on regularly monitoring key health data that is collected from families by staff workers and sent to the local doctor by mobile communication devices or the Internet. It enables children to receive reasonable and affordable access to care as well as close supervision of their health.

Thanks to the Bel Foundation, Pesinet is able to strengthen its supervising capabilities and the nutritional part of its program. Specifically, Pesinet has been able to improve its ability to detect malnutrition in children and treat them in a timely manner by sending them to the appropriate medical care units at partner health centers. A plan also exists to set up informational meetings and cooking workshops designed to raise awareness and teach the supervised families better eating habits.

Beneficiaries: 570 children
Donation: € 21,400
Website: www.pesinet.org/wp/fr

Location:
Mali



Projects sponsored in 2010



SOS SAHEL

Beneficiaries: 5,400 school children
Donation: € 25,000
Website: www.sossahel.org

Location:
Burkina Faso



Over the past 30 years, SOS SAHEL has carried out development projects in 7 countries in the Sahel region of Africa. The actions it carries out aim at increasing access to basic services such as water, health care and education. It also works to develop sustainable agriculture in order to preserve an environment that has deteriorated greatly due to desertification. The project sponsored by the Bel Foundation, which fights to decrease food insecurity for preschoolers and schoolchildren, is located in the north-central region of Burkina Faso.

SOS SAHEL Burkina Faso is committed to ensuring that the region's at-risk populations receive a steady supply of healthy food.

Twenty school gardens will be created to develop the agricultural resources in the region and ensure that the students receive a daily meal. Over the short term, food will also be donated to improve the overall health of 5,400 children below the age of 5 as well as pregnant women and nursing mothers suffering from malnutrition. At the same time, mothers will be taught the importance of maintaining a balanced diet for their children while using locally available foods.



UN ENFANT PAR LA MAIN

Un Enfant par la Main is an international charitable association whose goal is to provide support for the poorest children and families through a child sponsorship program. It also finances micro-development projects that count on participation from the communities involved.

The Bel Foundation wished to become actively involved with Un Enfant par la Main by providing financial support to construct a child survival unit and fight against malnutrition.

The building, co-financed by the association and its Danish partner BorneFonden, is used to provide informational meetings and training sessions on nutrition. A team of local health professionals has also been set up to provide medical and nutritional supervision for children and improve the overall living conditions of families by training mothers in good nutritional practices. The building will also be used as a daycare center for preschoolers during the school year. They will benefit from early learning activities conducted throughout the day.

Beneficiaries: 300 children
Donation: € 3,000
Website: www.unenfantparlamain.org

Location:
Mali



Employee grants

Introduction of employee grants in 2010



2010 was the year in which the first employee grants were awarded. 10 projects proposed by teams from around the world were supported by the Foundation in order to help them fulfill their charitable commitments.

These initiatives mobilized local employees to create projects that would benefit children.



Projects have to meet 5 eligibility criteria in order to qualify for an employee grant:

- 1 They must concern children
- 2 They must benefit a non-profit organization or association
- 3 They must support projects based in the countries in which the employees work or in countries the employees originally come from and where a contact can be established with a Bel site or team working there
- 4 They must be overseen by a team of employees from a site (2-3 persons minimum)
- 5 Contrary to the projects managed directly by associations, employee grants allow more leeway in selecting possible types of action and are not limited to promoting balanced nutritional plans or environmental protection

Employee grants



ACREDITAR

Beneficiaries: 400 children
Donation: € 5,000
Website: www.acreditar.org.pt/

Location:
Portugal



This project is overseen by Ana Isabel Rodrigues, Gisela da Costa Duarte Pardal and Celina Guimarães Pereira

Accreditar helps to take care of families while their children are in the hospital being treated for cancer. The families of these cancer-stricken children and teens are provided with daily meals and a place to stay close to the treatment centers. This assistance is crucial because it provides family members with the best physical and psychological conditions in which to oversee the treatment of their children. The funds donated by the Foundation will be used to further support the actions already taken by the Portuguese association. Since its creation in 1993, Acreditatar has built two guesthouses that offer parents lodging close to the treatment centers located in Lisbon and Coimbra. The programs mainly targets parents who come from the provinces, the Madeira Islands, the Azores and former Portuguese colonies.

[Ana Isabel Rodrigues, the project's leader at Bel Portugal, tells us more](#)
Why did you choose to support this association?

My involvement, which began two years ago, is very personal. First and foremost, my choice is an expression of solidarity. I discovered Acreditatar through the painful experience that one of my colleagues endured when his baby was born with cancer. Secondly, my choice is born from the heart; I am very emotionally affected by this disease because it doesn't spare children. Asking the Foundation to support this cause with Acreditatar seemed the most natural thing to do.



COULEURS DE CHINE

The team from Bel China supports Couleurs de Chine, an association which works to provide schooling for children—especially young girls—in the mountainous region of Miao in Guangxi province and in southern Guizhou province. In addition to providing access to primary and secondary schools, the association also assists in constructing, renovating and equipping schools. The grant awarded by the Bel Foundation will go to building a playground.

[Lydie Lapéral, the project's leader at Bel China, tells us more](#)

Why did you choose to support this association?

In early 2010, I traveled with my family to the Miao mountains to find out more about ethnic minorities in China. It was a deeply moving trip that opened my eyes to the living and educational conditions of the children, especially for the young girls, who were illiterate for the most part. My involvement with this association began when I sponsored a young girl who had never set foot in a school in her life!

Beneficiaries: 210 students
Donation: € 5,000
Website: www.couleursdechine.org/cdc2/

Location:
China



This project is overseen by Lydie Lapéral, Rachel Meisner, Kevin Wang, Milano Chen, Caroline Tanon and Caroline Xing





COURIR POUR UNE BEL CAUSE

Beneficiaries: 100 children
Donation: € 5,000
Website: courirpouunebelcause2011.alvarum.net/

Location:
 Paris - France



This project was overseen by Aude Cittadini-Cesi, Ilfynn Lagarde and Sylvine Eckert



Antoine Fiévet presents the check to SOS Children's Villages

“Courir pour un Bel cause”, which translates as “Run for a Bel (good) Cause”, is a project that playfully combines charity with sports. Its goal is to mobilize Bel employees to participate in a footrace to benefit a humanitarian cause. In this case, the employees ran to benefit an association that had already received support from the Foundation, the SOS Children's Villages Foundation in France. The run, which took place in Vincennes in February 2011, saw close to 65 employees at the starting line ready and willing to run and collect donations for the association.

Any employee who wished to participate could sign up for the run, but then they had to collect donations by creating an account on www.aiderdonner.com, a website designed to help with this type of fundraising. The 15,697 euros collected by the runners were donated to SOS Children's Villages.

[Aude Cittadini-Cesi, the project's leader at Group Headquarters, tells us more](#)

What motivated you to come up with this project?

We wanted to establish a charity event that brought people together and raised a lot of money. Our goal was simple: mobilize the employees at Bel Headquarters to carry out a project collectively. We also wanted to make the public aware of the Bel Foundation's commitment to its initiatives around the world and the support it gives to its employees involved with local associations. We were overjoyed by the success of this project, which mobilized the employees around such a “Bel” (good) cause!



ENTRAIDE POPULAIRE FAMILIALE

Entraide Populaire Familiale is dedicated to assisting children with mental disabilities at its 5 institutions in Algeria. The association's objective is to promote their education and integration into the workforce. The project aims specifically at providing a balanced diet to the residents, who often find themselves in precarious social conditions.

[Rafik Osmani, the project's leader at Bel Algeria, tells us more](#)

What motivated you to come up with this project?

Initially, I was inspired by the commitment of a volunteer who had worked for this association. She received the Legion of Honor in 2007, and her courage and tenacity convinced me to get involved as well. Children's causes really have an emotional impact on me, especially those dealing with children suffering from disabilities. This association has made me realize that these children can achieve an active role in society and overcome their disabilities with the support of organizations that can cater to their specific needs. The Entraide Populaire Familiale center is much appreciated by its residents and their families, which shows how important such organizations are to the small children and adolescents.

Beneficiaries: 200 small children and adolescents
Donation: € 5,000

Location:
 Algeria



This project is overseen by Rafik Osmani, François-Xavier Moreau and Mourad Belaidi



Employee grants



HART HERONS SWIMMING CLUB

Beneficiaries: 50 children
Donation: € 750

Location:
United Kingdom



This project is overseen by Deane Camilla, Jean-Noël Darniche, Nigel Marchant, Michelle Bamford, Janet Carroll and Rosie Tapp

The Hart Herons Swimming Club is an association in the Hart District of southeast England dedicated to organizing pool activities for children with disabilities. Disabled children from the area gather at the club every week with their friends to engage in physical activities and share relaxing moments together. The Foundation's support will help the association finance the purchase of equipment designed to help the children learn to swim in a playful atmosphere.

[Deane Camilla, the project's leader at Bel UK, tells us more](#)

Why did you choose to support this association?

My involvement with disabled persons began 10 years ago during a summer internship at the municipal pool. I decided at that time to become a volunteer and assist the children every Sunday; this also gave me the opportunity to complete the master swimmer program. It gives me great satisfaction to work with children who are autistic, visually impaired or hearing impaired so that they can overcome the difficulties they face daily.



HRAVE ZIJ ZDRAVE

Have Zij Zdrave, which translates as "Live Healthy and Enjoy it!", dedicates itself to helping young children and adolescents suffering from obesity, a real problem in Czech society. As part of its daily activities, the association helps prevent and treat this illness by providing medical supervision and specially adapted psychological support. Have Zij Zdrave develops educational and sports programs aimed at all members of the family, although focus is placed primarily on the parents since they are the children's true role models. Thanks to the grant awarded by the Bel Foundation, the association is able to offer children suffering from weight problems the opportunity to attend summer camps set up to combat obesity.

[Petra Lesjukova, the project's leader at Bel Syry Cesko, tells us more](#)

Why did you choose to support this association?

As I'm very sensitive to this cause, I decided to get involved with the Have Zij Zdrave association, which is dedicated entirely to combating childhood obesity. 20% of children aged 7 to 13 are either overweight or obese in my country. We need to prevent this problem from expanding and alleviate all of the risks that can lead children to develop, for example, cardiovascular illnesses when they are adults. Controlling this affliction is critical!

Beneficiaries: 30 children and their parents
Donation: € 5,000
Website: www.hravezijzdrave.cz

Location:
Czech Republic



This project is overseen by Zuzanna Maninen and Petra Lesjukova



Employee grants



RODICOVSKY KLUB PRI IV

Beneficiaries: 142 children aged 3 to 6
Donation: € 5,000

Location:
Slovakia



This project is overseen by Martin Bursak, Peter Petras and Ladislav Hreso



Rodicovský Klub Pri IV is an association dedicated to educating children in matters of health and environmental protection. This project is supported by the National Center of Environmental and Ethical Education. The planting of trees by the children in order to create a playing area for sports is one of the activities proposed by the association. They also organize days according to themes such as Earth Day, No Cars Day, Trash Sorting and Recycling Day, etc. Promoting a healthy diet and combating obesity are also part of the organization's objectives.

[Ladislav Hreso, project leader at Bel Slovakia, tells us more](#)

What motivated you to come up with this project?

After considering all the current issues and challenges out there, I decided to become involved with the Rodicovsky Klub Pri IV Association because they are very active in promoting a healthy lifestyle and physical activity. I really wish to help the children in my city and community, and my participation represents my attempt to help make children aware of their environmental responsibility and the importance of leading a healthy, balanced life.



SOLEIL MARMAILLES

The goal of Soleil Marmailles is to aid Malagasy children in the areas of education, diet and health. The association fights to help children acquire food self-sufficiency while respecting the environment as best as possible. The project supported by the Foundation is the construction of a second classroom in the only school farm in Amparihibe village. This classroom will enable young people to receive not only a general education but also agricultural training. To focus on sustainability, their agricultural education will revolve around respecting and caring for the environment.

[Nathalie Marcel, the project's leader at Bel International, tells us more](#)

Why did you choose to support this association?

First of all, I'm originally from Madagascar and getting involved in a project there comes straight from the heart. Although Madagascar is renowned for its picture postcard scenery, most of the country suffers from serious environmental degradation. Today, the inhabitants must learn to live off the land that nourishes them and skillfully exploit the resources available. Children represent the country's future, and Madagascar's hope resides in educating them while imparting essential agricultural concepts. Bel International has mobilized its resources to take up the cause of these children, and a member of the team will visit the association during a future trip to the country.

Beneficiaries: 30 children
Donation: € 5,000
Website: www.soleil-marmailles.com

Location:
Madagascar



This project is overseen by Nathalie Marcel and Bel Great Africa



Employee grants



SPECJALNY ORODEK SZKOLNO WYCHOWAWCZY

Beneficiaries: 70 children
Donation: € 4,800
Website: soswczarnia.pl

Location:
Poland



This project is overseen by Dorota Witkowska, Maria Kowalska and Karol Popis



Specjalny Orodek Szkolno Wychowawczy is an association dedicated to helping Polish children and adolescents with mental and physical disabilities achieve increased social self-sufficiency in their lives. To be more effective in its work, the center combines recreation with entertainment. The association provides the children therapy and activities on a daily basis that promote a healthy diet and lifestyle, develop their physical abilities and raise their awareness concerning environmental issues. The Foundation's support will go to purchasing medical equipment and healthy foods necessary for maintaining a balanced diet for the children.

[Karol Popis, the project's leader at Bel Poland, tells us more](#)

Why did you choose to support this association?

Since Bel Poland already supported this organization in 2009, the choice of which association we wanted to support under the auspices of the Bel Foundation was obvious. There is also another simple reason: the center is a local organization, which makes the logistics of providing support easier to manage. This enables us to oversee the implementation of our financed projects step by step and thus offer better assistance.



SAINT GEORGES COMMUNITY CHILDREN

The Saint George's Community Children Project is a center dedicated to caring for children from the ages of 9 months to 11 years old whose parents are experiencing difficult situations. This difficulty can take the form of single-parent home situations, domestic violence, financial problems, physical or mental disabilities, etc. The Foundation's support will enable the nursery school to open its doors to more children by subsidizing additional sessions, developing new preschool programs for the neighborhood children and ensuring the continuity of the care provided.

Beneficiaries: 25 children
Donation: € 5,000
Website: www.stgeorgesproject.co.uk

Location:
United Kingdom



[Jean-Paul Pelaez, the project's leader at Bel UK, tells us more](#)

Why did you choose to support this association?

First of all, I'm a father myself, and my two boys attended the nursery school at Tunbridge Wells. I became quickly attached to this atypical establishment since it enables children to come together in an environment free from any social, familial or racial discrimination. In addition, I sympathize quite strongly with the cause they defend, which is to provide parents with free time while their children receive the care and attention necessary for their proper development.

This project is overseen by Jean-Paul Pealez, Lyndsey Moore, Jackie Murphy, Michelle Bamford and Dawn Mueller



The purpose of our Foundation is to support initiatives on behalf of children and their well-being in both France and abroad.



How the Foundation operates



The Board of Directors

The Bel Foundation Board of Directors is composed of 12 members divided into 3 committees.

Presided over by Antoine Fiévet, the Board meets at least twice a year to make the final decision on what projects to support and to ensure they are carried out according to plan.

One four-member committee is comprised of representatives of the founders (Bel and Unibel)

- Antoine Fiévet - Foundation President, and Chairman and Chief Executive Officer of the Bel Group
- Gérard Boivin - President of the Supervisory Board at Unibel
- Valentine Fiévet - Vice-President of the Supervisory Board at Unibel
- Florian Sauvin - Foundation Treasurer and Board of Directors Member at Bel Group

One four-member committee is comprised of representatives of the founder's employees

- Pedro Fernandes - Vice President Innovation and Brands – Bel Group
- Guillaume Jouët - Secretary and Managing Director of the Foundation, Vice-President of Corporate Communications and Sustainable Development – Bel Group
- Gaëlle Launay - Gaëlle Launay – Director Great Africa - Bel International
- Patrick Longuechaud - Vice-President of Human Resources and Organization – Bel Group

One four-member committee comprised of ex officio representatives

- Dr Thomas Borel - Director of Public Health and Medico-Economic Evaluations at Sanofi Aventis
- Cyril Juge - Director of SMIP SA, Honorary Consul of Monaco in Madagascar
- Jean-Paul Laplace - Former President of the French Nutrition Institute
- Claude Tharreau - Co-founder of the Research Institute, CSA



The SFPC

The SFPC meets whenever the need calls and before each Board of Directors meeting.

The Managing Director, Guillaume Jouët, heads this committee composed of volunteer members.

They are chosen among:

Bel and Unibel employees for their knowledge and skill in analyzing the projects submitted and ensuring that the Foundation operates smoothly.

- Laurie Amathieu, Senior Product Manager for Boursin France – Bel Group
- Stéphanie Berbessou, Consumer Connection and CSR – Bel France
- Corinne Denis, Marketing Director for Bel Foodservice Europe – Bel Group
- Nathalie Prieur, CSR Coordination and Communications Manager, Corporate Sponsorship Manager – Bel Group
- Céline Richonnet-Dubuis, Group Nutrition Manager – Bel Group
- Florian Sauvin, Foundation Treasurer
- Marion Vallet, Senior Product Manager for Bel Foodservice – Bel Group

Outside consultants brought in by the Board of Directors:

- Isabelle Fiévet, Partnership Manager for the Foundation
- Claude Tharreau, Foundation administrator

Propose a project



Selection criteria

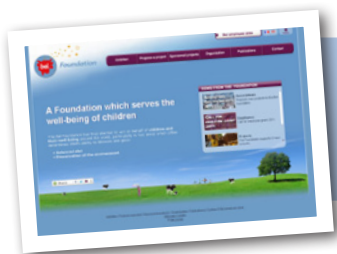
The purpose of our Foundation is to support initiatives favoring the personal health and well-being of children in both France and abroad, particularly in two areas:

- The promotion of balanced diet
- The preservation of the environment

Rather than support very ambitious, large-scale projects, our desire is to provide a variety of smaller initiatives the chance to bring hope to populations in need of assistance.

Non-profit organizations and associations are welcome to send requests for support to the Bel Foundation by filling out the required documents.

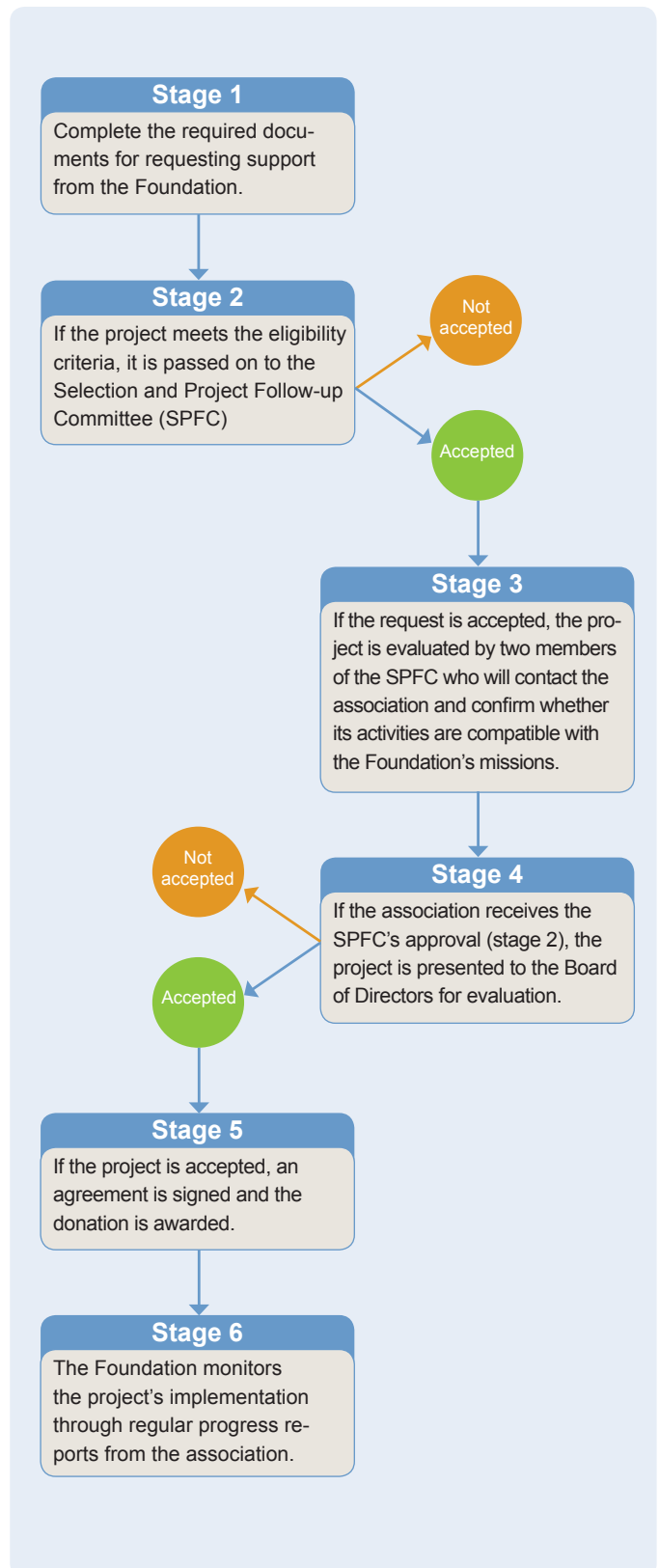
Bel employees can also get involved in the Foundation's work by applying for grants that are awarded once a year. In October 2011, the Board of Directors will award 10 grants of € 5,000 each to projects proposed by teams of Bel employees.



FOR MORE INFORMATION,
PLEASE VISIT:
www.fondation-bel.org



The 6 principal stages of a project





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