



# 2014 Progress Report



A foundation for supporting children and child nutrition

## Contents

- 3 President's Message
- 4 Key Figures in 2014
- 5 Projects Sponsored in 2014
- 21 Employee Grants in 2014
- 30 How the Foundation Operates
- 31 Submitting a Proposal

# President's Message

**Antoine Fiévet**

Bel Corporate Foundation President \ Chairman and Chief Executive Officer of the Bel Group

As it has every year since 2008, the Bel Foundation continues to assist charitable projects to support children and child nutrition around the world.

The initiatives backed by our Foundation fit perfectly with the values of the Bel Group and reflect our commitment to support the communities where we are present. We humbly seek to lend a hand to those who believe that, little by little, we can make the world a more humane and brighter place.

In 2014, we consolidated the Foundation's areas of intervention and we reaffirmed its commitment to support concrete initiatives and solutions. To ensure the durability of our commitment, we sought to extend partnerships with certain charities, thereby weaving closer ties, and helping to anchor the projects with the target populations.

Bel employees continued to bring their support throughout 2014. The Foundation encourages good citizenship initiatives in favour of children by sponsoring projects in which they are directly involved with local charities.

Take a look at the projects backed by the Foundation in 2014 presented in this report. All of them bring tidings of hope. We are, one and all, proud to be participants in this positive momentum.

*Antoine Fiévet*



## The Bel Foundation since 2008



Over  
**150 projects**  
sponsored in  
**30 countries**

Nearly  
**€1.5 million**  
in donation



Partnerships with  
**119 charities**

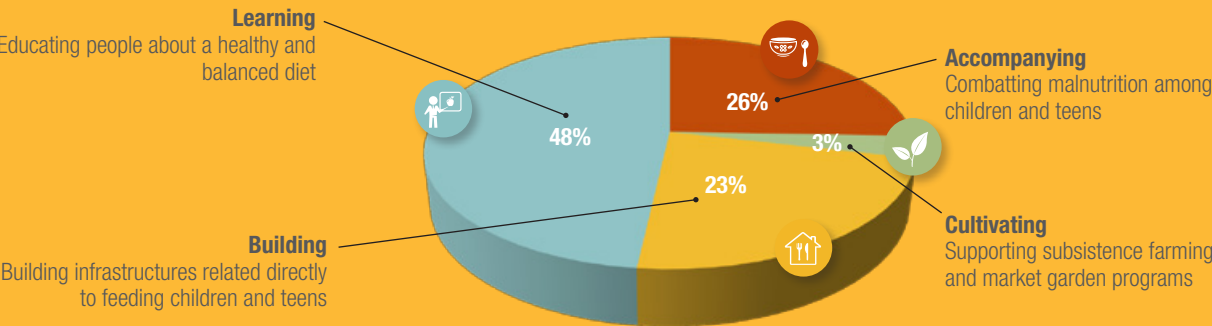


**54 employee  
grants**







# Key Figures in 2014

## Areas of intervention of sponsored nonprofits



## Summary of projects supported in 2014 (excluding employee grants)

Area	Nonprofit organization	Country	Donation amount
 Accompanying	ENFANTS ET DÉVELOPPEMENT	VIETNAM	€15,000
	UN ENFANT PAR LA MAIN	MEXICO	€15,000
	AIDE MÉDICALE ET DÉVELOPPEMENT	SENEGAL	€10,000
	AGRONOMES ET VÉTÉRINAIRES SANS FRONTIÈRES	HAITI	€20,000
 Cultivating	ÉCOLES DU MONDE	MADAGASCAR	€4,298
	ASSOCIATION DE BIENFAISANCE SIDI BERNOUSSI	MOROCCO	€3,000
 Building	SOS VILLAGES D'ENFANTS	MADAGASCAR	€13,000
	FITIMA	BURKINA FASO	€9,000
	ENFANTS SOLEILS D'AVENIR	HAITI	€10,000
	VILLAGE PILOTE	SENEGAL	€12,259
	FACE FOR CHILDREN IN NEED	EGYPT	€5,000
	CITOYENS DES RUES INTERNATIONAL	BENIN	€5,000
 Learning	INSTITUT PASTEUR DE LILLE	FRANCE	€25,000
	BOYS & GIRLS CLUB OF BROOKINGS	USA	€20,000
	L'APPEL	MADAGASCAR	€10,000
	ASHOKA ARAB WORLD	EGYPT	€38,240
	PLAY INTERNATIONAL	FRANCE	€20,000

# Projects Sponsored in 2014





# ACCOMPANYING

## Combatting child malnutrition



### Raising nutrition awareness among the most vulnerable families

#### *Enfants & Développement*

Founded 30 years ago, Enfants et Développement (E&D) specializes in the areas of health, education and social work.

Since 2010, the NGO has been working in Ho Chi Minh City, Vietnam's most populous city, where nearly 300,000 people live in very precarious conditions. In addition to difficulties in meeting basic dietary needs, the most vulnerable families suffer from isolation and marginalization.

In one of the city's most impoverished districts, E&D has established a family support program aimed in particular at mothers of the poorest families.

The program offers shelter, advice, check-ups and orientation, and helps the neediest families deal with

everyday difficulties. On average, the support lasts six months per family. Over 1,000 families have been helped over the past two years.

The support program is also aimed at strengthening the capacities of local partner NGOs.

As nutrition is a major aspect of the family support program, monthly health check-ups are provided to the children of participating families along with nutrition educational sessions, which are of particular importance to pregnant women, mothers and the social workers themselves.

In 2014, the Bel Foundation sponsored the program's activities, which benefitted over 500 children up to the age of five and 400 mothers.

**Vietnam**  
**Beneficiaries:** 500 children up to age five





## Nutrition check-ups and training sessions

### *Un Enfant par La Main*

#### Mexico

**Beneficiaries:** Nearly 400 infants, 400 children, 90 teens and mothers

The aim of NGO Un Enfant par La Main is to sponsor children and to establish sustainable solutions that meet the basic needs of children and their families.

The project supported by the Bel Foundation is part of a vast program to fight malnutrition in four municipalities of Mexico state led by ChildFund Mexico, Un Enfant par la Main's local partner.

The primary goal is to improve the nutritional state of some 400 infants and 500 children and teens through nutritional activities and practices that offer a full and balanced diet as well as good health. On-site teams have launched complementary initiatives to provide weekly training sessions to mothers, practical and physical activities to children and teens, and nutritional check-ups to each child, to detect and treat malnutrition cases with dietary suppliments and care.

The program's sustainability relies on transferring knowledge to mothers, children and teens, to generate lasting, positive change in dietary habits.

The Bel Foundation helped finance the nutrition training sessions, as well as the equipment needed for the children's nutrition check-ups.



## A charitable fund for families with hospitalized malnourished children

### *Aide Médicale et Développement*

#### Senegal

**Beneficiaries:** Children over six months old

International charity Aide Médicale et Développement (AMD) assists those with no access to healthcare in developing countries. Partnering with local organizations, AMD helps build and renovate healthcare facilities, supplies medical equipment, trains medical personnel, and provides healthcare education.

As part of a program to fight infant malnutrition, AMD built and, in 2011, began operating a Nutritional Education and Recuperation Center in Tambacounda, near Dakar, Senegal.

After three years of operation, AMD set up a charity fund to provide access

to the care center to children from the most vulnerable families.

The program is aimed at families with malnourished children requiring short or medium-term hospitalization, based on their income.

The Bel Foundation, which assisted with the building of a facility to produce fortified flour at the center, decided to prolong its support for AMD and finance the charitable fund for a year.



## Supporting a network of smallholder dairies

### *Agronomes et Vétérinaires sans Frontières*

AVSF (Agronomists and Veterinarians Without Borders) is an international NGO that for over 35 years has been supporting smallholder-farming communities in developing countries. The organization provides these communities with professional skills in farming, livestock raising and animal health.

The Bel Foundation first became involved with AVSF in 2013, to develop local milk production in Haiti through the «Let Agogo» (Milk in Abundance) smallholder dairy network. In 2014, the Foundation renewed its support for three dairies and decided to help fund the construction of a fourth dairy on Haiti's Central Plateau. The program encompasses teaching dairy farmers how to grow feed crops and about milking hygiene, as well as offering veterinary training in basic animal healthcare and further skills development for dairy managers.

Up to 2014, the «Let Agogo» network participated in a national program to supply free bottles of milk to school canteens in the Central Plateau region, via the WFP (World Food Programme). Nearly 700 students from two schools benefitted weekly from the program, which is currently on hold following the withdrawal of the WFP. AVSF is working on new alternatives to promote and sell local milk to families whose children remain the leading consumers of dairy products.



#### Haiti

**Beneficiaries:** 1,000 children aged 3 to 12





# CULTIVATING

## Supporting subsistence farming and market garden programs



### Creating rice fields and vegetable gardens for eight schools

#### Écoles du Monde

Ecoles du Monde has for the past 18 years pursued its goal of improving bush-living conditions in Madagascar's Mahajanga province, to promote local settlement and stem flight to the cities.

The NGO focuses on education, water, improving farming practices and reforestation, healthcare and the villages' economic development.

Since its founding, 12 schools have been built, representing 2,500 enrolled students.

In 2014, the Bel Foundation helped improve the diets of students at eight primary schools.

The project funded by the Foundation included developing a rice field and vegetable garden for each school as well as planting 240 fruit trees.

Some 1,200 students will benefit directly from the program, which will provide for greater food safety and more diverse meals at the canteen.

The farm surplus will be sold, with the proceeds helping to fund the upkeep of the schools and any additional supplies needed during the year.



**Madagascar**

**Beneficiaries:** 1,200  
children aged 7 to 15

### Creating an agro-ecological vegetable garden at an orphanage

#### Association de bienfaisance Sidi Bernoussi



The Sidi Bernoussi orphanage has sheltered children in Casablanca since 1986. Today, it cares for 250 boys ages six to 18 who are often in perilous situations.

To ease the troubled lives of these orphans and offer them extracurricular activities that are physical, fun and educational, the orphanage has set up a «Children's Garden» project with financial support from the Bel Foundation.

By preparing the ground, planting, seeding and harvesting, these youths are tasked with keeping up an agro-ecological vegetable garden year-round, assisted by teachers and an expert gardener.

The project is aimed at raising awareness about market gardening and working the land, and encouraging a healthy and balanced diet. But it also offers an interesting way to forge bonds and enhance the youths' confidence and pride by building up their sense of self-worth.

**Morocco**

**Beneficiaries:** 250  
children aged 6 to 18

# BUILDING

*Building infrastructures related directly to feeding children and teens*



## EQUIPPING A SCHOOL CANTEEN

### SOS Villages d'Enfants

SOS Villages d'Enfants (SOS Children's Villages) provides care for children with no parental support or who are at risk of losing it, both in France and worldwide.

A fourth SOS children's village is being built in southeastern Madagascar, one of the world's poorest regions. Twelve homes will shelter nearly 120 children. The village will also host a children's garden, a school, a canteen, and a dispensary open to children and families in the surrounding area.

The canteen, which will be operational in time for the 2015 school year, will ensure a balanced meal every day for nearly 200 children ages three to six, including the children in the village, as well as those from the surrounding area.

The Bel Foundation is financing the equipment for both the canteen and the school.

**Reports Gilles Paillard, General Manager of SOS Villages d'Enfants:**

“*Located on 400 hectares of wasteland in one of most isolated, forgotten and disadvantaged regions of Madagascar, 120 children will benefit from a new SOS children's village and its three associated social centers, including a school, a school canteen and a dispensary. Thanks to the valuable support from the Bel Foundation, the school canteen will feed 180 children from the SOS children's village and the surrounding area beginning in October 2015. The canteen will offer each child one balanced meal per day.*”



**Madagascar**

**Beneficiaries:** 180 children aged 3 to 6

## Building a mess hall at a center for handicapped children

### Fitima



Founded in Burkina Faso in 2003, the Fondation Internationale Tierno et Mariam (Fitima) provides handicapped children with general, medical and nutritional care, as well as social-skills assistance.

In 2013, the first building of the NGO's new care, rehabilitation and education center was built with support from the Burkina Faso government. It caters for 100 handicapped children.

Given the state of the children's health and the distances they must travel, it soon became apparent that a dedicated building was needed for dining and dietary training given to mothers.

This extension to the center was launched in 2014, with financial assistance from the Bel Foundation. It is expected to open at the end of 2015.

Surrounded by a vegetable garden and a kitchen with solar cookers, this new, well-adapted and convivial space will give nutrition education activities more clout.

Mothers will be able to take advantage of dietary classes and will learn how to make fortified porridge for the weakest children. They will also participate in preparing the children's meals in a place where knowledge and experience can be shared among hard-hit and often marginalized families.

**Burkina Faso**

**Beneficiaries:** 100 children up to 16 years old



## Funding for the construction and outfitting of My Father’s House Orphanage

### Enfants Soleils d’Avenir

#### Haiti

**Beneficiaries:**  
200 children

NGO Enfants Soleils d’Avenir (ESA) was established following the earthquake that struck Haiti in 2010. Its mission is to support health, development and educational initiatives for vulnerable families and children.

Today, a part of ESA’s program is focused on providing pediatric, educational and hygienic support, as well as diversifying the meals served at an orphanage called My Father’s House. Located in Port au Prince, the orphanage provides care for 200 boys and girls.

In 2012, at the orphanage’s request, ESA launched a major program to build and outfit buildings that are safe and

adapted to Haiti’s environment.

In the longer term, the site will also include primary and secondary schools, children’s housing, an administrative building, a kitchen, a mess hall, employee housing, bathrooms, and water treatment facilities.



The Bel Foundation’s donation is earmarked for erecting the building housing the kitchens, food storage room, mess hall and a stewardship office. The new facilities will provide improved hygienic and operating conditions for the food support program.

#### Reports Patrice Lefaucheur, President of Enfants Soleils d’Avenir:

“

*As a result of the Bel Foundation’s support for erecting this new building, which will include a mess hall and modern kitchens, children at My Father’s House orphanage in Port-au-Prince will at last be able to eat meals in decent conditions. The building is also an important one for our program aimed at teaching good hygiene, nutrition and meal preparation, to fight malnutrition. It will certainly have an impact on the children’s health. Furthermore, in a country like Haiti, where catastrophic risk is high, the building is being built to seismic standards, and will provide safe shelter for the children in the event of an earthquake or a hurricane.*

## Building a bread oven at a center to reintegrate street children

### Village Pilote

#### Senegal

**Beneficiaries:** 250  
children aged 3 to 15

Based in Senegal for over 20 years, Village Pilote works to protect and reintegrate street children socially and vocationally into Senegalese society. Each year, the NGO takes over 250 children and teens, ages three to 15, under its wing at its various facilities.

As part of an overall program to ensure Village Pilote’s self-sufficiency in terms of food, the Bel Foundation financed the construction of a traditional bread oven. Four youths were given 10 days of training in a bakery. When the bread oven becomes operational, they will, in turn, become trainers.

Some 50 youths and their leaders are actively helping to build the bread oven. To meet Village Pilote’s bioenergy values and fight against the massive deforestation in Senegal, the oven will be fired with green charcoal.

In the longer term, the NGO expects to sell some of its bakery products, to self-finance its activity.



## Renovating and equipping an orphanage’s kitchen

### FACE for Children in Need

FACE for Children in Need assists children in distress, orphans and street children in Cairo, regardless of race, culture or religion.

The NGO works hand in hand with local government organizations and currently manages three orphanages, as well as a foster program and a center for street children.

In 2014, FACE took charge of 150 orphans, assisted over 2,200 street children and supported over 200 children who were reintegrated with their families, schools or vocations.

Its Obour orphanage, which cares for over 60 kids aged from 6 to 12, required significant renovation and outfitting work.

Financial support from the Bel Foundation enabled the NGO to professionally equip the orphanage’s kitchen, to ensure that the meals were prepared with consistent quality and under the best possible hygienic conditions.



#### Egypt

**Beneficiaries:** 60  
children aged 6 to 12

## Creating a new space dedicated to meal times

### Citoyens des Rues



Citoyens des Rues supports street children by setting up shelters. The NGO also undertakes educational initiatives to teach literacy and provide vocational training.

In Cotonou, Benin, some 30 street children aged 8 to 18 have been taken under wing by the NGO, which is working to reintegrate them socially.

Since 2014, Citoyens des Rues has set up a vocational training center, where children ages 14 to 18 are boarded and allowed to choose training in the fields of dressmaking, hairdressing or woodworking.

Financial support from the Bel Foundation was used to outfit a dedicated dining space for the children and personnel. Three meals a day are offered in the best conditions.

#### Benin

**Beneficiaries:** 30  
children aged 14 to 18



# LEARNING

## Educating people about a healthy and balanced diet



### Establishing a program to raise awareness about nutrition in schools

*Institut Pasteur de Lille*

#### Nutrissimo Junior program seeks to work within the education ecosystem

In 2014, the Institut Pasteur de Lille, the PiLeJe Corporate Foundation and the Bel Foundation teamed up to roll out the Nutrissimo Junior program in some 20 schools in France.

This nutrition education program is targeted at all participants in France's education system, from primary school kids, their parents and teachers, to school and after-school personnel and cooks.

A variety of complementary approaches have been taken to raise awareness and reach all target audiences, as well as to encourage more effective nutrition education. These include holding interactive workshops for children, making the Nutrissimo Junior game available so that teachers and after-school personnel can use it with children, distributing nutrition guides to parents, and training by a dietician of school and after-school personnel. The goal is to reach 30,000 students in five years. The program is offered to cities for free thanks to the commitment of the three foundations.

#### Reports Elisabeth Brissieux, Training and Public Health Manager at Institut Pasteur de Lille's Nutrition Service:

“

*Playing is a child's first activity. Children learn and understand the world around them through play. As nutritionists, the idea of creating an educational game seemed like the obvious choice after thinking about how best to talk to kids about food. Thanks to the Bel Foundation, which is supporting our school program, we have been able to leverage the impact of this initiative, and many more children are able to benefit from the Nutrissimo Junior game.*



**France**  
**Beneficiaries:** 30,000 children in five years

### The Nutrissimo Junior game

Halfway between the Game of Goose and Trivial Pursuit, Nutrissimo Junior is a unique and innovative educational game designed by the Pasteur Institute of Lille's nutrition service. The goal of the game is to arouse children's curiosity and positively influence their eating behavior.





## Teaching 8-to12-year-olds about good eating habits

### *Boys & Girls Club of Brookings*

#### United States

**Beneficiaries:** Children aged 8 to 12

The Boys & Girls Clubs of America is a national charitable organization with local chapters in many US cities. Its mission is to offer youths after-school activities that develop self-confidence and positive relationships with other people of the same age.

The Bel Foundation helped finance a program to raise nutrition awareness among members of three Boys & Girls Clubs around Brookings, South Dakota, where Bel recently opened a production site.



Aimed at helping youths ages 8 to 12 better understand the importance of a balanced diet and to adopt good eating habits, the program offers 12 hours of activities over a period of 10 weeks, with each activity tackling a nutrition-specific theme, such as how to select food and read food labels. The sessions offer a mix of presentations, fun activities and a variety of visits. Nearly 100 children participated in the program, and the organization is planning to extend the program to other Boys & Girls Clubs

## A video tutorial to teach the Nutricartes®

### *L'Appel*

#### Madagascar

**Beneficiaries:** Children under 5

The Bel Foundation has supported L'Appel's nutrition rehabilitation program for young children in Madagascar since 2012. The NGO uses a nutrition-enhancing protocol based on locally produced enriched flour. The protocol ties directly into an effort to educate mothers about nutrition via an innovative game called Nutricartes, developed by L'Appel.

These entertaining and interactive learning sessions are designed around the Nutricartes card game, with each card representing food available in the local marketplace. The game helps mothers learn how to diversify

and balance their children's diets.

An independent study showed that the method had a sustainable healing rate of over 80%. Building on these very positive results, L'Appel is seeking to broaden access to its method by offering it to other NGOs, public institutions and health centers interested in the program.

With financial support from the Bel Foundation, L'Appel has produced a video tutorial to train facilitators how to use the Nutricartes method, with the video serving as both a guide and a reference.



## Helping to create a network to dispense advice on infant nutrition

### *Ashoka Arab World*

#### Egypt

**Beneficiaries:** Infants up to 2



In Egypt, a lack of adequate advice to mothers has allowed malnutrition to compromise the growth and development of numerous infants up to age two. That's a critical period in an infant's physical and cognitive development, a time when food plays a vital role.

The aim of a project sponsored by Dr. Abla Al Alfy, a member of the Ashoka network since 2013, is to improve the assistance and advice given to mothers of children under two. To that end, the doctor has launched three complementary initiatives:

- The creation of new position, a "Certified Nutrition Adviser", to ensure that qualified persons work with hospitals, social centers and directly with mothers to provide mothers with adequate nutritional advice;
- The establishment of Nutritional Advice Centers at hospitals to dispense advice to mothers. Two such centers have already been set up in Egypt, with the creation of additional centers planned in partnership with the country's Health Ministry and several public and private hospitals;
- The establishment of a training program and specific textbooks to teach doctors and health workers about infant nutrition. The Health Ministry has already approved this program.

The Bel Foundation is financially supporting Dr. Abla Al Alfy's program for a period of two years, in partnership with Ashoka Arab World, the dedicated Middle Eastern branch of the Ashoka network. The goal is to train over 80 active advisers in Egypt's 27 governorates during 2015 and 2016.

## The Ashoka network

Ashoka is the world's leading network of social entrepreneurs, with over 3,000 entrepreneurs in 80 countries. Its mission is to find and support the most innovative entrepreneurs to meet today's social and environmental challenges. Entrepreneurs selected to join the Ashoka network receive professional and financial support to maximize their chances of success.





## Preventing obesity through games and sports

### Play International

#### France

**Beneficiaries:**  
30,000 children  
aged 6 to 11

PL4Y International (formerly Sport Sans Frontières) has established educational programs in which sports are used to effect change and to learn. The programs are targeted at youths and children in France and internationally.

The Playdagogy Nutrition program has been operating at priority primary schools in France since 2013, reaching 12,000 students and involving over 450 teachers and educators.

As a result of its fun approach to raising awareness via games and physical activity, the Playdagogy program helps kids acquire knowledge about a healthy and balanced diet and good eating habits.

A “playdogagical” kit is offered to help teachers set up the program and learn the method. The kit notably includes a methodology guide, turnkey practical instructions for 12 sessions and sports equipment.

Financial support from the Bel Foundation was used to develop and supply 200 additional kits, which has substantially assisted the deployment of the Playdagogy Nutrition program in France in 2015.



**Reports David Blough, PL4Y International Director:**

“

*Support from the Bel Foundation has contributed to the development of the Playdagogy program. This initiative enables teachers and educators to use sports as a pedagogical support to teach children age's 6 to 11 about nutrition. This innovative approach teaches students which eating habits to adopt for a healthy life through playing. Thanks to the Bel Foundation, PL4Y International was able to distribute 200 pedagogical kits to French primary schools and after-school establishments. We have been monitoring the people using the method, both directly on-site and remotely via the [www.playdagogie.org](http://www.playdagogie.org) website. In addition, e-learning modules now under development.*

## Employee grants in 2014

Bel Group employees may sponsor charitable projects on behalf of children by soliciting financial support from the Bel Foundation. Each year, some 10 grants worth €5,000 each are awarded for such initiatives.





## A race against cystic fibrosis

### *Les Virades de l'espoir*

#### France

**Beneficiaries:** children with Cystic Fibrosis



Les Virades de l'Espoir organizes events to raise money for the «Vaincre la Mucoviscidose» (Vanquish Cystic Fibrosis) nonprofit organization. For the past several years, employees at Bel's Sablé-sur-Sarthe plant have participated in an annual relay race and concert to support children who suffer from cystic fibrosis.



## TAKING ACTION

*on behalf of children's health*



**Project sponsored by Lohic Lucas, Tony Levêque, Ludovic Chapon, Philippe Perche, Bertrand Lejeune, and Ibrahima Tourré**

“

*Why did you decide to sponsor this project?*

*We decided to support this project because cystic fibrosis is a disease that affects a number of people close to us, our friends and, sadly, too many children.*

*Making an effort for those in need seemed like the obvious way to go for us. The initiative allows us to make a small contribution to a long-term effort to vanquish this disease.*

*The commitment of volunteers, the money raised from various events and the donations made to Virades de l'espoir help:*

- Cure cystic fibrosis through financial support for research
- Treat the disease by improving quality of care
- Raise awareness and communicate
- Assist children with living more comfortably with disease every day

*We are very proud of the Bel Foundation's involvement in our initiative. It's a gift that will help numerous children see better days.*

## A fitness course for handicapped youths

### *Association de Parents et Amis de Personnes Handicapées Mentales*

**Project sponsored by Franck Fourmont and Christophe Delaune**

“

*How will this project benefit children?*

*The children at our facilities require a lot of attention owing to the varying degrees of their mental handicaps. The fitness course will channel their attention toward something new, develop their endurance and allow them to practice sports with trainers outdoors, instead of just in the gym. Who knows? Maybe in a few years this course will produce athletes for the Special Olympics!*

The Association de Parents et Amis de Personnes Handicapées Mentales (APAEI), assists mentally handicapped persons and their families, providing moral and material support when required.

Thanks to the involvement of two employees of Bel's Sablé-sur-Sarthe plant, APAEI will be able to install a fitness course for mentally handicapped children and teens at the Solesmes medical teaching institute, to maintain the youths' physical condition. Some of the equipment at the fitness course will also be accessible for persons with reduced mobility.

## A booklet to encourage a better diet

### *Narodni Sdruzeni Pku a Jinych Dmp*

The role of the National Association of Phenylketonuria & Similar Inherited Metabolic Disorders is to assist people suffering from hereditary metabolic diseases like phenylketonuria (PCU). This is accomplished by offering quality medical care and moral support through educational and social activities.

The project supported by the Bel Foundation consists of identifying the exact amounts of amino acids in some 50 fruits, vegetables and mushrooms, the three food categories that can be eaten without moderation by PCU sufferers. These values will be published in a booklet that can be easily consulted by parents of PCU sufferers, to encourage a better diet.

**Project sponsored by Monika Kuchtikova and Daniela Platilo**



“

*Why did you decide to sponsor this project?*

*We have been cooperating with this nonprofit for a long time, and each year we try to develop a project that will bring long-term benefits to children affected by this disease. The booklet project will contribute to improving the children's quality of life because it encourages a varied and balance diet.*



#### France

**Beneficiaries:** 60 children and teens aged 5 to 20



#### Czech Republic

**Beneficiaries:** 800 children under 16



## Support for disadvantaged children in Cairo

### *FACE for Children in Need*

#### Egypt

**Beneficiaries:** 200 children up to 18

FACE for Children in Need is a nonprofit organization that assists children in distress, orphans and street children in Cairo. It manages five orphanages as well as a shelter for street children in Cairo. It also works with and receives support from Egyptian authorities.

The project, sponsored by a team of Bel Egypt employees, involves supporting three of the nonprofit's initiatives, including financing winter clothes for children, holding several events for children based on age (a show for the youngest and field trips to companies for the oldest), and contributing to a balanced breakfast for the children.

**HELPING** children from disadvantaged backgrounds



**Project sponsored by Patrick Clarke, Rania El Desouky, Mai Mahmoudi, Yasmine Abdul Aziz, and Ayman Atef**

“

*Why did you decide to sponsor this project?*

*We were motivated to sponsor this project for several reasons. First, it's the reality you see when living in Egypt. It's a country with a tremendous history, enormous potential and very friendly people, but is faced with complex social challenges. The poverty level of part of the population is one of those challenges, with all its consequences, including the very high number of abandoned children and orphans.*

*The second reason is the project with FACE, the nonprofit, and the commitment of its members, which really moved us. Lastly, it's a project shared by employees with the drive to make a common cause.*



## A vacation camp for disadvantaged children in Casablanca

### *Enfance Maghreb Avenir*

**HELPING**



**Project sponsored by Jamal Rahhali et Mohamed Lasri**



#### Morocco

**Beneficiaries:** 30 children from Casablanca aged 6 to 8

“

*Why did you decide to sponsor this project?*

*We were approached by two nonprofits about holding a vacation camp for children from disadvantaged families. At the camp, children will participate in fun group activities that focus on creativity and socialization. In addition, we liked the idea of training people to monitor the children. We are proud of the trust and the means that the Bel Foundation has shown us in supporting this initiative.*

The Enfance Maghreb Avenir nonprofit creates shelters and organizes activities at public primary schools and junior highs in disadvantaged Moroccan neighborhoods. Its goal is to fully re-establish the social integration role of Moroccan schools.

The project supported by the Bel Foundation involves training 20 monitors to carry out the pedagogical initiatives spearheaded by the nonprofit. A short vacation stay for children will then be organized and handled by the trained monitors. The stay will notably include efforts to raise the children's awareness about good eating habits.

## Renovating an emergency shelter

### *Institution Caritas Diocesana de Aveiro*



Caritas Diocesana de Aveiro is an institution that promotes charitable causes. It is part of the international Caritas organization, which focuses on solidarity and stewardship initiatives for the world's

most vulnerable people. The nonprofit notably manages an emergency shelter in Aveiro for children who are victims of abuse or who have been abandoned.

Thanks to the commitment of three Bel Portugal employees and the financial support of the Bel Foundation, the old windows in the common areas of the shelter have been replaced with double-glazed windows. The aim of the effort is to improve the children's well being.

**Project sponsored by Ana Ferreira, Paula Peres and Andreia Ferreira**



“

*What was your reaction when you learned that your grant application had been accepted?*

*As you might imagine, we were overjoyed to learn that we would be contributing to the welfare of these children by improving their living conditions. It was very gratifying to be a part of solidarity initiative whose sole aim is to focus on children's needs.*

#### Portugal

**Beneficiaries:** 18 children up to age 12



# Making dreams come true for three sick children

## Make-a-wish

IMPROVING  
children's daily lives

Portugal

Beneficiaries: 3 children aged 5, 9 and 13

The mission of the Make-a-Wish nonprofit is to make the wishes of gravely ill children come true, to bring them a little joy and hope, to help them better cope with difficult times.

Three Bel Portugal employees joined forces to realize the wishes of three children suffering from oncological diseases. One child wanted a trip to Disneyland Paris, another craved a portable computer and the third dreamed of meeting Portugal's national soccer team.



Project sponsored by Isabel Silva, Gisela Pardal and Alcides Rocha

“

How will this project benefit children?

We believe that realizing their dreams brings hope, courage and energy to help these children fight their disease. That's why we were so pleased to receive the grant, because, thanks to the Bel Foundation, we were able to help these three children and offer them a special time!



# A recipe book for handicapped children

## Centre Philou

IMPROVING

Based in Montreal, the Centre Philou is a nonprofit organization that cares for severely physically handicapped children up to 12 years of age. The center offers parents and other children in the family a break, while helping to develop the handicapped children taken under wing.

The project involves preparing a recipe book for purees aimed specifically at children with severe handicaps, illnesses or swallowing problems. The aim is to provide interesting tastes and textures, as well as the requisite nutrients and calorie intake, to stimulate the children's appetites and develop their autonomy.



Project sponsored by Caroline Carrère, Marion Lambert, Véronique Mailloux, and Catherine Thomas



“

How will this project benefit children?

Now that we have set up a team with a nutritionist, a culinary writer, etc., we are going to prepare special recipes to improve the taste, texture and calorie intake of purees for severely handicapped children. There are number of benefits for the children, including reducing choking risks, increasing the intake of calories, vitamins and proteins, reducing enteral feeding, and lastly developing smell and taste.

# Promoting care for handicapped children

## Crescendo

Crescendo is a nonprofit organization whose mission is to create and manage day care facilities that encourage social diversity and respect for differences. The nonprofit cares for more than 2,000 families via 32 centers and employs 350 people.

Project sponsored by Ilfynn Lagarde and Thibaud Guény

“

Why did you decide to sponsor this project?

We are both parents with young children and we have handicapped people in our entourage. It's an issue that has affected us. We believe that allowing handicapped children to grow up with other children raises awareness much faster and teaches children about differences and tolerance. Raising the awareness of people who could care for them by talking concretely about what that means is a good way to break the ice on this issue.

France

Beneficiaries: Children up to age 6



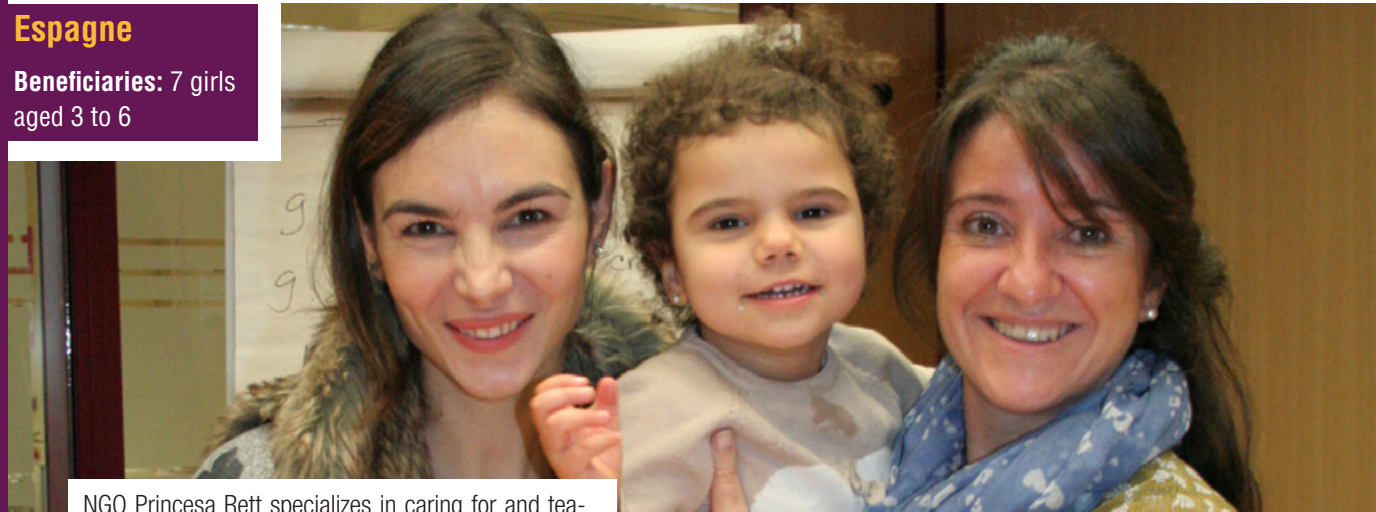


## Outfitting a specialized classroom

### Princesa Rett

#### Espagne

**Beneficiaries:** 7 girls  
aged 3 to 6



NGO Princesa Rett specializes in caring for and teaching young girls suffering from Rett syndrome. The project, sponsored by two Bel Espagne employees, involves outfitting a specialized classroom for Rett syndrome sufferers at the Badajoz school with specialized furniture and cognitive integration facilities adapted to the multiple health problems related to Rett syndrome, such as scoliosis, deformed feet and motion difficulties, etc.

**Project sponsored by Marie-José Cabanach and Vladimirova Biliana**

“

*What was your reaction when you learned that your grant application had been accepted*

*We were happy and excited to learn that our project was selected by the Foundation. The grant makes a big difference for Princesa Rett, because the organization receives no public assistance. On the heels of this project, the entire Bel Espagne team pulled together to support the nonprofit all year long, for example, by collecting toys and classroom materials for the children.*



## Portraits of actively involved employees



Spain  
Madrid



France  
Paris



Portugal  
Vale de Cambra



Canada  
Montreal



France  
Sablé-sur-Sarthe



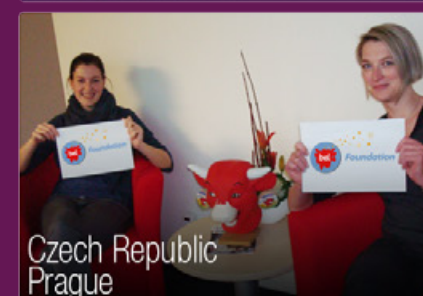
Egypt  
Cairo / 10<sup>th</sup> of Ramadan



Portugal  
Vale de Cambra



France  
Sablé-sur-Sarthe



Czech Republic  
Prague



Morocco  
Casablanca



# How the Foundation Operates

## Board of Directors

The Board of Directors includes nine members who sit on one of three key committees. Chaired by Antoine Fiévet, the Foundation's Board of Directors meets at least twice a year to issue final decisions on what projects to support and to ensure that the projects are carried out according to plan.

### ONE THREE-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
- **Valentine Fiévet**  
Vice-President of the Unibel Supervisory Board
- **Florian Sauvin**  
Foundation Treasurer and member of the Bel Group Board of Directors

### ONE THREE-MEMBER COMMITTEE IS COMPRISED OF REPRESENTATIVES FROM THE FOUNDERS' WORKFORCE

- **Jean-Noël Darniche**  
Niche Marketing Director, Bel Group
- **Guillaume Jouët**  
Foundation Secretary and Vice-President of Communication, Human Resources and Sustainable Development, Bel Group
- **Jean-Marc Guesné**  
Inclusive Business Manager, Bel Group

### ONE THREE-MEMBER COMMITTEE IS COMPRISED OF EX-OFFICIO REPRESENTATIVES

- **Dr Thomas Borel**  
Head of Public Affairs & Communication, Boehringer Ingelheim
- **Béatrice Darcy-Vrillon**  
Head of Research, Co-Head of the Human Nutrition Division at INRA, French Fund Administrator for Nutrition and Health
- **Claude Tharreau**  
Co-fondateur de l'Institut d'études CSA

## Selection Committee

The Project Selection and Tracking Committee (PSTC) meets once a month on average. The committee is led by Isabelle Fiévet, the Foundation's Managing Director, and includes volunteer members chosen from among:

### BEL EMPLOYEES

Selection committee members contribute their skills to help analyze project submissions and ensure that the Foundation operates smoothly.

- **Laurie Amathieu**  
Senior Product Manager for Boursin France, Bel Group
- **Nassera Chelh**  
Human Resources Special Assistant, Bel Group
- **Corinne Denis**  
Marketing Director for Bel Food Service Europe, Bel Group
- **Marine Falque**  
Nutrition Manager, Bel Group
- **Jean-Marc Guesné**  
Inclusive Business Manager, Bel Group
- **Marie-France Maugard**  
CSR / Public Affairs Coordinator, Bel Group
- **Katia Prassoloff**  
CSR Coordination and Communications Manager, Bel Group
- **Clémentine Triballeau**  
Bel Access Innovation and Marketing Manager, Bel Group

### OUTSIDE CONSULTANTS BROUGHT IN BY PROPOSAL OF THE BOARD OF DIRECTORS

- **Isabelle Fiévet**  
Foundation Managing Director
- **Claude Tharreau**  
Foundation Administrator



# Submitting a proposal

## The six key steps to submitting a proposal

**1** Complete the request forms for Foundation support at [www.fondation-bel.org](http://www.fondation-bel.org).

**2** If the proposal meets the eligibility criteria, it is passed on to the Project Selection and Tracking Committee (PSTC).

Selected

**3** If selected, the proposal is assessed by PSTC team members, who contact the nonprofit to confirm whether its activities are compatible with the Foundation's missions.

Selected

**4** After contact is made with the nonprofit, and if the proposal has been definitively validated, it is then presented to the Board of Directors for review.

**5** If the proposal is selected by the Board of Directors, an agreement is signed and the donation is awarded.

**6** The Foundation monitors the initiative's implementation with regular progress reports from the nonprofit.

The purpose of our Foundation is to support initiatives on behalf of children and teens in France and internationally, with a particular focus on food issues.

Nonprofit and non-governmental organizations may send us their requests for support by completing the specifically designated application forms available at the Foundation's website.

Bel employees are also encouraged to get involved with the Foundation by applying for special grants awarded once a year. Ten grants valued at €5,000 each are awarded for projects submitted by Bel employees.

### DEVELOPING CORPORATE PHILANTHROPY

In July 2011, Bel became a signatory of the Charter of Corporate Philanthropy established by Admical, a nonprofit organization aimed at developing corporate philanthropy in France. The charter was designed to allow companies and beneficiaries alike to take stock of what can be achieved by integrating ethically conducted philanthropy into their overall strategies, with each party playing a respective role in the relationship.



A copy of the charter can be found at [www.admical.org](http://www.admical.org)





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The Bel Foundation, established in accordance with the French law of 4 July 1990 - authorized by the order published in the Journal Officiel of 3 May 2008 under number 2485 and prolonged by the order published in the Journal Officiel of 23 February 2013 under number 2209.

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This progress report was printed with vegetable inks.



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Bel Group  
D.R.





**A foundation for supporting children and child nutrition**