

Progress
Report

2011





Contents

- 3** President's message
- 4** How the Foundation operates
- 5** Submitting a proposal
- 6** Projects supported in 2011
- 20** Employee grants in 2011
- 24** Key figures from 2008 to 2011

President's message

After three years of existence, the time has come to review the accomplishments of our young foundation and to take stock of its work.

The Bel Foundation has backed 63 projects in 27 countries so far, clearly demonstrating its philosophy of supporting a myriad of projects — given the magnitude of the challenges we face — instead of focusing on just a few.

To be sure, we aim to help organizations active first and foremost in countries where the Bel Group operates. This allows us to use local networking possibilities to strengthen our actions. But we also believe that social innovation, courage and the remarkable commitment of men and women are worth supporting wherever they may be found.

Initially, the Foundation's mission of supporting initiatives on behalf of children and their well-being by promoting a balanced diet was quite large in scope. Today, it is centered on four main and very concrete areas:

- Combatting malnutrition,
- Supporting subsistence farming and market gardens,
- Educating and raising awareness of the stakes of a healthy and balanced diet,
- Creating infrastructures to assist children and adolescents.

We will continue to pursue these paths and make the most of our experiences to extend our efforts to the most innovative and effective projects, in particular those that suggest ways to create new and lasting momentum for the targeted populations.

Finally, we are of course driven by two seemingly contrasting sentiments:

- humility, because despite our commitment for supporting the extraordinary men and women whose generosity and desire to change the world are so contagious, we measure the narrow progress of our efforts each day;
- and pride, because for a company like Bel, whose mission is to share smiles with families around the world, the Bel Foundation has already elicited smiles from nearly 20,000 children on five continents through its philanthropic actions.



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

“The Bel Foundation has already elicited smiles from nearly 20,000 children on five continents.”

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

How the Bel Foundation operates

Board of Directors

The Board of Directors includes 12 members who, in turn, 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 OF THE FOUR-MEMBER COMMITTEES 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, Chairman of the Unibel Supervisory Board
- Valentine Fiévet, Vice-President of the Unibel Supervisory Board
- Florian Sauvin, Foundation Treasurer and member of the Bel Board of Directors

ONE OF THE FOUR-MEMBER COMMITTEES IS COMPRISED OF REPRESENTATIVES FROM THE FOUNDERS' WORKFORCE

- Pedro Fernandes, Vice-President Innovation and Brands, Bel Group
- Guillaume Jouët, Foundation Secretary and Managing Director, Vice-President of Communication and Sustainable Development, Bel Group
- Gaëlle Launay, Head of Sub-Saharan Africa, Bel Greater Africa
- Patrick Longuechaud, Vice-President Human Resources and Organization, Bel Group

ONE FOUR-MEMBER COMMITTEE COMPRISED OF EX-OFFICIO REPRESENTATIVES

- Dr. Thomas Borel, Head of Market Access and Health Policy at Sanofi-Aventis
- Béatrice Darcy-Vrillon, Head of Research, Co-Head of the Human Nutrition Division at INRA, French Fund Administrator for Nutrition and Health
- Cyril Juge, Director of SMIP SA, Honorary Consul of Monaco in Madagascar
- Claude Tharreau, Co-founder of the CSA research institute

Selection Committee

The Project Selection and Tracking Committee (PSTC) meets once a month on average.

The committee is headed by Guillaume Jouët, the Foundation's Managing Director, and includes volunteer members chosen from among:

BEL AND UNIBEL 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
- Stéphanie Berbessou, Consumer Connection and CSR, Bel France
- Virginie Bernard, Senior Product Manager for Asia-Pacific, Bel Group
- Corinne Denis, Marketing Director for Bel Food Service 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
- Marie-France Maugard, CSR Assistant, Bel Group

OUTSIDE CONSULTANTS BROUGHT IN BY PROPOSAL OF THE BOARD OF DIRECTORS

- Isabelle Fiévet, Foundation Partnership Manager
- Claude Tharreau, Foundation Administrator



Submitting a proposal

Selection criteria

The purpose of our Foundation is to support initiatives on **behalf of children and their well-being** in France and abroad, primarily by **advocating good eating habits and balanced diets**.

Instead of ambitious, large-scale projects, we aim to give a myriad of initiatives the chance to bring hope and inspiration to needy populations.

Nonprofit and non-governmental organizations may send requests for support to the Bel Foundation by completing the application forms designed for that purpose.

Bel employees are also encouraged to get involved with the Foundation by applying for special grants awarded once a year. Up to 10 grants valued at €5,000 each are awarded for projects submitted by Bel employees.

FOR MORE INFORMATION

Please visit: www.fondation-bel.org



The 6 key stages of a project



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

Projects sponsored in 2011



© HKI/George Blonsky

World map of initiatives financed in 2011



- | | | |
|---|--|---|
| 1 Germany
Ghettokids | 7 United Kingdom
FareShare | 14 Democratic Republic of Congo
The Salesians of Don Bosco |
| 2 China
Couleurs de Chine | 8 Guinea
Aide Médicale et Développement | 15 Czech Republic
Live Healthy, Have Fun and Dance!
Národní sdružení PKU a jiných DMP |
| 3 Ivory Coast
Educ'Actions in Africa
Hellen Keller International | 9 Haiti
Planète Urgence | 16 Senegal
Association pour la Promotion et le
Développement de la Jeunesse |
| 4 Egypt
Les Amis de la Haute-Egypte | 10 Italy
Pollicino and the Parents Crisis Centre
Onlus | 17 Togo
Avenir en Héritage – ANGE
Carrefour d'Echanges Culturels
Mond'Action |
| 5 Spain
AENILCE
Fundación Madrina | 11 Madagascar
Manao
Vive l'Enfance Solidarité Madagascar | 18 Vietnam
Un Enfant Par La Main
Sunflower Orphan and Disabled Patro-
nage Center |
| 6 France
1 maillot pour la vie
APAMIGEST - S.A.R.A
La Passerelle Cultural Center
La Voie de la Lune
Le Mat Drôme
Le Relai du souffle de l'espoir
Unis-Cité | 12 Mali
Agronomes et Vétérinaires Sans Frontières
(AVSF) | |
| | 13 Morocco
Aide et Secours | |

Foundation-sponsored projects since 2008 may be found in previous editions of the Progress Report, available the Foundation's website.

Foundation's website: www.fondation-bel.org

Agronomes et Vétérinaires Sans Frontières

AVSF (Agronomists and Veterinarians Without Borders) is an international solidarity and recognized public-interest organization active in Africa, Asia, and Central and South America for over 30 years. It helps rural families most threatened by marginalization and precariousness develop farming and livestock growing activities. This NGO seeks to provide secure food solutions that are sustainable and environmentally friendly. In 2011, the Foundation renewed its support for AVSF, marking the second year in a row it has backed the organization's efforts to improve the nutrition of 1,500 children who live nomadic lives in Mali.

The 2011 program focused on training 30 traditional midwives in screening and treating infant malnutrition, improving porridge and fortified-flour preparation skills among mothers, planting four local market gardens for vegetable production, training of 50 women in vegetable growing, and building 60 efficiency-improved stoves in the camps. Goals included reducing infant malnutrition and improving children's diets, as well as preserving their environment (i.e. wood and water resources) through the use of more fuel-efficient stoves in the camps and drip irrigation systems in the gardens.

FOR MORE INFORMATION

Website: www.avsf.org



Location:

Mali

Donation :

€15,000

Beneficiaries:

1,500 children up to age five, and 80 women

Aide Médicale et Développement



Location:

Guinea

Donation :

€15,000

Beneficiaries:

A group of women in the village of Sabadou Baranam

Aide Médicale et Développement (AMD) is an international solidarity organization whose primary mission is to support vulnerable populations in the area of health wherever the need arises. Partnering with local organizations, AMD helps build and renovate healthcare facilities, supplies medical equipment, trains medical personnel, and provides healthcare education, etc.

The Foundation supports a program to combat infant malnutrition in Guinea. The project involves the construction of an artisanal facility to produce Misola (millet, soybean and peanut)-enriched flour in the village of Sabadou Baranam. The nutritional benefits of Misola flour are widely recognized. The designated production buildings were renovated and equipped with a mill and a dryer. A team of women were trained in packaging and distributing the flour. At the same time, a program was conducted to raise awareness among pregnant women and mothers in the village about good eating habits to improve the health of their children.

FOR MORE INFORMATION

Website: www.amd-france.org

APAMIGEST - S.A.R.A

S.A.R.A (Service Autisme Relais Assistance) provides educational support to children and adolescents with autism or pervasive developmental disorders. In addition to providing care at home for the 26 youths supported by the NGO, S.A.R.A offers educational and recreational activities to help break the isolation in which the youths find themselves. S.A.R.A is managed by Apamigest, an association that manages welfare and medical assistance establishments.

The Foundation supports cooking workshops aimed at promoting socialization, teaching the children about sharing and providing them with the opportunity to discover food and cooking. Operated in shifts, the workshops enable four children to meet with educators once a week. The Foundation's support is earmarked for a project to renovate the kitchen and a specialized youth worker to lead the workshops for a year

FOR MORE INFORMATION

Website: www.apamigest.fr



Location:

France

Beneficiaries:

26 youths

Donation :

€16,000

Association pour la Promotion et le Développement de la Jeunesse



Location:

Senegal

Beneficiaries:

40 children under 16, and 45 pregnant or nursing women

Donation :

€7,000

The goal of the Association pour la Promotion et le Développement de la Jeunesse (Youth Promotion and Development Association) is to contribute to the socio-economic development of communities in the Diourbel region of Senegal by improving the living conditions of vulnerable populations, particularly children. This NGO organizes a variety of actions such as literacy courses, credit and savings services, sanitation facilities construction, and reforestation operations.

The Foundation supports a project to produce and distribute Moringa, a plant used to make flour with nutritional qualities that help fight malnutrition. The project involves setting up a pilot facility to grow and transform Moringa. The flour produced by the unit is aimed at improving the nutritional intake of 40 children under 16, and 45 pregnant or nursing women in the village.

Avenir en Héritage – ANGE

Avenir en Héritage is an international solidarity organization whose mission is to bring together project holders in the South and partners in the North who are willing to make donations, share skills or exchange professional practices. Going beyond the traditional donor-beneficiary relationship, the main goal of this NGO is to help southern partners become self-sufficient by supporting their professional training, structuring and ability to become independent both financially and in terms of setting priorities.

One of the partners of Avenir en Héritage is ANGE, Amis pour une Nouvelle Génération des Enfants, a Togo-based NGO, whose mission is to place and educate street children.

The Bel foundation is supporting the “Mon refuge” project to develop an agro-livestock farm in Sichem to ensure the long-term hosting of 517 children assisted by ANGE. The project involves the construction of a building, the installation of sanitation facilities and the supply of farming and livestock facilities, including a pigpen, a chicken coop, a storage warehouse, a borehole, and a cistern. The farm is aimed at improving the children's nutrition and food safety through a DIY process, raising awareness of environmental issues and taking the first steps towards social and professional reintegration through farm work.



Location:

Togo

Donation :

€16,000

Beneficiaries:

517 children under the responsibility of the ANGE NGO

FOR MORE INFORMATION

Website ANGE: angetogo.solidairesdumonde.org

Website Héritage: www.avenirenheritage.com

CEC France



Location:

Togo

Donation :

€4,350

Beneficiaries:

3,000 children from 11 to 13 years of age

Carrefour d'Echanges Culturels (CEC) is an international solidarity organization based in Lomé, Togo and Quimper, France. This NGO holds youth camps and offers international internships in all fields, particularly in environmental preservation. With the financial support of the Bel Foundation, CEC France launched a five-year (2010-2015) project to eradicate the spread of household waste in Lomé, Togo's capital, by 2015. The Foundation decided to renew the support it had already pledged to this project in 2010.

The “Solidarity cup for a healthy environment in Lomé” is an event that takes place every year from November to May. The goal of the second cup, held in 2011, was to raise awareness about environmentally friendly behavior among 11 to 13-year-old Togolese children. The events began with a soccer tournament in November that gathered 3,000 to 5,000 children. Several educational stands were set up around the playground to teach children about protecting the environment. As of January, various actions were taken at schools benefiting from the project. Environmental committees were set up in primary schools, an educational film promoting environmental preservation was shown, and workshops were held to train teachers in environmentally friendly behaviors, etc.

FOR MORE INFORMATION

Website: www.cectogo.org



La Passerelle Cultural Center

La Passerelle is a cultural center in France's Gironde region aimed at establishing knowledge exchange networks, preventing marginalization and helping people in difficulty attain or recover self-sufficiency. Open to all residents in the Gironde, the center notably offers workshops about parenting.

The center uses cooking workshops to pass on the basics of good food-hygiene practices to parents and their children, to curb bad habits. These educational and pedagogical workshops introduce participants to new tastes and flavors, as part of an effort to encourage a more balanced diet. The workshops also encourage parents and children to discuss these topics and they help form new bonds and strengthen old ones between the children and their parents.

FOR MORE INFORMATION

Website: csclapasserelle.free.fr



Location:

France

Beneficiaries:

A dozen children per workshop

Donation :

€700

Educ'Actions in Africa

Location:

Ivory Coast

Donation :

€5000

Beneficiaries:

Two schools, including Aka Anghui in the Abidjan metropolitan area, and Biakou in the southwestern part of the country

This NGO seeks to help primary school children from struggling families in several Ivory Coast villages by covering school fees, offering school supplies, and providing food support, etc.

The Foundation supports a program to develop food self-sufficiency programs at two schools, including Aka Anghui in the Abidjan metropolitan area, and Biakou in the southwestern part of the country. At the first school, the project involves building a covered area on the playground where the children can eat lunch under the right conditions. At the second school, a farm for learning vegetable and livestock growing has been developed to enable the school to become progressively more self-sufficient for food.

Projects sponsored in 2011

FareShare

FareShare is a British charity that fights hunger and food waste in the United Kingdom, primarily by distributing surplus food from the food industry to community organizations working with disadvantaged people. The charity also offers training in achieving a balanced and healthy diet, and actively promotes “zero food waste”.

The Foundation supports cooking workshops for children and youths living in London's disadvantaged suburban neighborhoods. Through its “Eat Well, Live Well” program, participants learn how to cook balanced, healthy meals while successfully keeping within their budget. The workshops enrich knowledge about nutrition and inspire participants to take a renewed interest in cooking. The workshops are held on the premises of FareShare or its partner organizations. The workshop format and content are adapted according to the age of the participants.

FOR MORE INFORMATION

Website: www.fareshare.org.uk



Location:

United Kingdom

Beneficiaries:

Children and youths from poor London suburbs

Donation :

€15,000

Helen Keller International



© HKI/Bartay

Location:

Ivory Coast

Beneficiaries:

600 children and 40 women

Donation :

€15,000

The mission of Helen Keller International (HKI) is to come to the aid of the most vulnerable and disadvantaged populations by preventing blindness and fighting malnutrition in 22 countries around the world. The hallmark of the organization's work is its proven effectiveness in developing, testing and scaling up health interventions while making sure that they are adapted to the local needs of the communities where HKI works.

In Ivory Coast, The Foundation supports HKI's “Homestead Food Production Pilot” project. Through this pilot program, the organization provides the necessary start-up supplies (seeds, chicks, equipment) and technical support to 40 women from poor households so that they can create and maintain small farms and gardens. The project aims to boost food security for poorer, vulnerable households while fostering financial independence. The purpose of the gardens is to produce micronutrient-rich fruits and vegetables that will improve the diets of 600 children while increasing food variety. Orange-fleshed sweet potatoes are grown in the gardens since their nutritional properties are particularly well suited to combating vitamin-A deficiency in young children.

FOR MORE INFORMATION

Website: www.hki.org

La Voie de la Lune

This NGO, based in the 19th district of Paris, has provided support to disadvantaged families since its founding in 1991. It also offers tutoring and educational support for children, as well as services for adults and parents by way of informational meetings, language training courses, parenting assistance, and help in finding jobs. Since 2009, the organization has sought to educate children and adults about better eating habits.

The project Dis-moi ce que tu manges ("Tell me what you eat"), supported by the Foundation for the third year in a row, is an educational initiative that revolves around two key focuses. The first involves culinary workshops held throughout the 2011-2012 school year, while the second targets parents through informational meetings about balanced diets put together and led by a dietician.

FOR MORE INFORMATION

Website: www.lavoiedelalune.org



Location:

France

Donation :

€6,000

Beneficiaries:

22 children from 10 to 13 years of age

Le Mat Drôme



Location:

France

Beneficiaries:

150 children

Donation :

€5,000

FOR MORE INFORMATION

Website: mat.valence.over-blog.org

Since the late 1980s, NGO Le Mat Drôme has embarked on a citizen-run endeavor to redesign the landscape of a working-class urban neighborhood in the city of Valence, France. It thus seeks to develop an accessible, quality living environment in an urban setting. In addition, Le Mat Drôme is active in developing collective urban gardens and raising environmental and nutritional awareness through instructional workshops for children.

The Foundation supports a program called De la terre à l'assiette, un potager d'enfants qui se cultivent (From the earth to your plate: a vegetable garden cultivated by children). The program involves instructional workshops that teach environmental friendliness and good dietary habits through gardening. These workshops, which take place in the NGO's collective gardens, are offered as part of school or after-school activities.

Les Amis de la Haute-Egypte

Founded in 1988, French NGO Les Amis de la Haute-Egypte (Friends of Upper Egypt) helps local Egyptian communities by providing financial support exclusively to AHEED (Association de la Haute-Egypte pour l'Education et le Développement), an Egyptian NGO that focuses on education and health programs. For the second year in a row, the Foundation has decided to renew its support for a program to combat malnutrition in 12 of the poorest schools in Upper Egypt.

The program provides a balanced meal supplemented with vitamins to more than 800 young children suffering from malnutrition. The meals are distributed five days a week at the respective schools throughout the entire school year. This program is complemented by a campaign to provide information and raise awareness about better balanced diets and healthier hygiene practices among parents and teachers.

FOR MORE INFORMATION

Website: www.amishaute-egypte.fr



Location:

Egypt

Beneficiaries:

800 young children

Donation :

€25,000



Le Mat Drôme

The Salesians of Don Bosco

The Salesians of Don Bosco work in Democratic Republic of the Congo to educate youths, especially poor, excluded and exploited children. They provide housing, training and reintegration services to street children, and manage schools and professional training centers for youths in difficulty.

The Foundation has contributed financial support to plant a school garden at a center for street children in Lubumbashi, Democratic Republic of the Congo. The school garden will be used to grow vegetables and to raise small farm animals. The dual aims of the program are to improve the nutrition of the 300 children living at the center and to use the school garden as a way to learn about farming. The food from the garden provides at least one complete and balanced meal per day for the children, helping to vary their diets and overcome nutritional deficiencies that can often stunt growth. The gardening and livestock activity helps empower the children, and it teaches them basic farming skills that will be useful throughout their lives.

FOR MORE INFORMATION

Website: bspafc.blogspot.com



Location:

Democratic Republic of Congo

Beneficiaries:

300 children

Donation :

€9,000

Manao



Location:

Madagascar

Beneficiaries:

100 children

Donation :

€3,500

Manao supports social, educational, health, and economic development projects in Madagascar and raises awareness among French people about the realities of life in Madagascar. The Béfoza domain, where the NGO operates, welcomes people in difficulty as well as children. Children receive medical care, food and an education through a sponsorship system. Manao also finances farming and housing projects to help develop the local economy and food self-sufficiency in the domain.

The Foundation has financed the construction of a cafeteria on the Béfoza domain, to provide three meals a day under proper hygienic conditions and comfort for the 100 children who are schooled there. A friendly and comfortable shelter for serving children's meals during heat waves and the rainy season had been lacking. Today, the cafeteria is strong and storm-resistant. It has been outfitted with appropriate equipment to provide proper conditions for meal times. Some of the cafeteria food is grown in the gardens and provided by the livestock raised at the domain.

FOR MORE INFORMATION

Manao : manao.asso-web.com

Projects sponsored in 2011

Mond'Action

NGO Mond'Action helps children and families in distress by providing food, education and healthcare assistance in France and around the world. It runs projects in partnership with local NGOs.

The Foundation supports a project to improve the nutrition of 70 abandoned or orphaned children living in foster care or at a care center in Sokodé, Togo. To improve the quantity and quality of the children's diets, Mond'Action is developing farming activities to grow rice, corn, sesame, peanuts, and beans to ensure the center's self-sufficiency in food. Any surplus crops will be sold, with the money used for the orphans. The project involves the drilling of a well for controlled irrigation, the protection of natural resources through the purchase of quality seeds, and the teaching of farming and gardening techniques that are more environmentally friendly.

FOR MORE INFORMATION

Website: www.mondaction.net



Location:

Togo

Beneficiaries:

70 children

Donation :

€8,000

Planète Urgence



Location:

Haiti

Beneficiaries:

5000 children

Donation :

€19,700

Planète Urgence is a NGO founded in 2000 around the original "solidarity leave" model for volunteerism. A recognized public-interest NGO since 2009, Planète Urgence leads international solidarity and environmental protection projects that invite civil society to take part in solidarity and international development efforts.

The Bel Foundation supports a food diversification and environmental protection program in the rural section of La Montagne de Jacmel, located in the southeast region of Haiti.

The project, called un toit, un avenir (a roof, a future), takes aim at developing this very isolated rural area. Part of the program includes the planting of a school vegetable garden to diversify and improve the content and quality of the school-children's meals. The children are personally involved in planting and maintaining the garden, which serves as a basis for teaching them about protecting the environment and growing a variety of garden vegetables. As part of its food diversification goals, the program also distributes fruit trees to families. The planting of the fruit trees also falls within an agroforestry program aimed at fighting deforestation and promoting the environment.

FOR MORE INFORMATION

Website: www.planete-urgence.org

Un Enfant Par La Main

Un Enfant Par La Main is an international charity whose mission is to support the poorest children and families through child sponsorship. It also finances micro-development projects, and efficient and sustainable initiatives based on community participation.

The Foundation supports a malnutrition prevention and reduction project for children under the age of five in Bach Thong, Vietnam. The program has three parts. First, families are provided with training to improve their pediatric and nutritional knowledge and practices. To prevent malnutrition, and to treat at-risk children and those suffering from severe malnutrition, food supplements are then distributed. Lastly, the children in the program receive regular health checkups to detect malnutrition-related illnesses that can affect their growth. Medication is also distributed free of charge to sick children.

FOR MORE INFORMATION

Website: www.unenfantparlamain.org



Location:

Vietnam

Donation :

€6,000

Beneficiaries:

900 children and 125 pregnant women

Unis-Cité



Location:

France

Donation :

€15,000

Beneficiaries:

350 children from six to 11 years of age

FOR MORE INFORMATION

Website: www.uniscite.fr

The mission of the Unis-Cité nonprofit is to promote the development of the Civic Service in France. Civic Service gets young people aged 18 to 25 involved in the missions of public-interest organizations in France for periods of six to nine months. The aims of Civic Service are to promote a spirit of responsibility and civic engagement, to fight prejudice, strengthen social cohesion, and rally youth to meet pressing social and environmental needs.

The Foundation supports the «Vitamins» pilot program to prevent child obesity in poor neighborhoods. Civic Service volunteers work over a period of six months with 350 children aged six to 11 in four French cities, including Valenciennes, Niort, Strasbourg, and Mantes la Jolie. The program teaches good eating and exercise habits to children and their families in a sustainable way through concrete actions taken by youths and for youths. Plans call for extending this pilot program nationally in France.

Vive l'Enfance Solidarité Madagascar

Vive l'Enfance Solidarité Madagascar is a French nonprofit organization aimed at aiding the isolated village of Ambohitsratany, located 50 km northwest of Antananarivo, Madagascar. In partnership with NGOs Varimad in France and Fivoarana in Madagascar, Vive l'Enfance Solidarité Madagascar participates in a number of development projects in the areas of health, education, agriculture, etc. in the village.

In 2011, the Foundation helped finance a vegetable garden and irrigation works at the village school that included the installation of a mechanical pump. Now supplied with water, the garden can be used to supply a school cafeteria to be built and financed by Vive l'Enfance Solidarité Madagascar. The project also fights against truancy by offering a more diversified diet to children who were almost exclusively fed with cereals before the program. Indeed, looking for food is often a daily priority for most children. Support from the Foundation helped to fund the furniture needed for the school canteen.

FOR MORE INFORMATION

Website: www.visoma.fr



Location:

Madagascar

Beneficiaries:

140 children

Donation :

€9,950



Vive l'Enfance Solidarité Madagascar



Les

bourses collaborateurs

en 2011

The five eligibility criteria

to be met to qualify for employee grants

Proposals must concern children.

They must benefit a nonprofit or non-governmental organization (NGO).

They must concern projects based in the country where the employees work or originate, as long as a link can be established with a Bel site or team operating in the target country.

They must be led by a team of employees involved in the NGO's activity (two to three persons minimum).

Unlike proposals made directly by NGOs, employee grants offer more leeway for sponsored actions and are not limited to promoting balanced diets and environmental preservation.

Employee grants in 2011

AENILCE

Aenlice's mission is to assist and support to families of children suffering from brain damage. It does this by taking care of the children after school, on weekends and during school vacation, and by contributing to the children's physical and psychological development through therapeutic and educational activities.

Interview with Maria José Cabanach, Aenlice project sponsor at Bel Spain

Why did you decide to support Aenlice?

As a mother myself, I can only imagine how difficult it must be to raise a brain damaged child. I discovered the organization through a friend. I was immediately moved, and determined to help these families and assist the development of their children by becoming a volunteer.

Project led by Maria José Cabanach, Elena Gallo, Juan Manuel Molina



Location:

Spain

Beneficiaries:

Children suffering from brain damage

Donation :

€5,000

Aide et secours



Location:

Morocco

Beneficiaries:

Over 2,500 orphans in Tangier and its surrounding area

Donation :

€5,000

The mission of Aide et Secours is to support and contribute to the intellectual, emotional, behavioral and professional development of orphans, and to assist vulnerable and disadvantaged families by providing financial, educational and medical assistance.

Interview with Nissrine Majdi and Samir Et-Temlali, Aide et Secours project sponsors at Bel Morocco

Why did you decide to support Aide et Secours?

All Bel Morocco employees are concerned about the welfare of children, especially orphans. Aide et Secours is a locally well established NGO recognized for its professionalism and vigorous activity. It's also a certified public-interest organization. But we crossed paths with Aide et Secours by chance. We met an Aide et Secours volunteer at a hospital where I was volunteering with some other colleagues to help young cancer patients.

Project sponsored by Nissrine Majdi and Samir Et-Temlali

Couleurs de Chine

Couleurs de Chine advocates for ethnic minority cultures in China and provides educational access to children. The NGO also helps build, improve and equip schools. 2011 marked the second year in a row that the Foundation has supported Couleurs de Chine.

Interview with Lydie Laperal-Rocha, Couleurs de Chine project sponsor at Bel China

Why did you decide to renew your sponsorship of Couleurs de Chine?

I continue to believe strongly in the cause that it defends. Offering children an education is vital to their future and, above all, their personal development and growth. As the ambassador of the NGO, I sponsor a nine-year-old girl who — before Couleurs de Chine got involved — had never set foot inside a school. You have to realize that little girls in the remote provinces of China are far more likely to be put to work in the fields or left at home to cook and clean rather than to learn how to read, for example. That explains why, in most of the villages, the majority of women cannot read or write. By renewing my support for Couleurs de Chine, I hope to participate in changing this situation!

Project sponsored by Lydie Laperal-Rocha and Rachel Meisner



Location:

China

Donation :

€5,000

Beneficiaries:

Ethnic minority children and children living in the high mountainous region of Guangxi province

1 maillot pour la vie



Location:

France

Donation :

€5,000

Beneficiaries:

One or two children and their families

1 maillot pour la vie arranges autograph and snack-time meetings between hospitalized children and major sports figures, and helps children realize their sports dreams.

Interview with Iflynn Lagarde, 1 maillot pour la vie project sponsor

Why did you decide to support 1 maillot pour la vie?

Convinced that a happy child is better armed for fighting illness, 1 maillot pour la vie has been fighting for 11 years to put smiles back on the faces of hospitalized children. With help from 3,500 high-profile sports personalities, such as rugby player Fabien Pelous, a national sponsor, and tennis player Arnaud Clément, this nonprofit organization uses the positive values of sports and sports role models. The money raised from this project will enable one and possibly even two hospitalized children and their families to attend the 2012 Summer Olympic Games in London.

Project sponsored by Iflynn Lagarde, Aude Cittadini Cesi and Caroline Bridoux

Employee grants in 2011

Live Healthy, Have Fun and Dance!

This nonprofit organization sets up educational and motivational programs about the importance of living an active life and eating a balanced diet for children ages six to 14. The programs are held during the school year at high schools in major cities in the Czech Republic. The idea is to show children that healthy living habits can be fun and beneficial over the long term.

Interview with Petra Švrcková, project sponsor at Bel Czech Republic

With support of the Bel Foundation, we started "Live Health and Enjoy it!" in 2011. This project was dedicated to preventing child obesity, which is a big problem in Czech society. The mutual cooperation was perfect and very professional. I decided to renew the sponsorship with them this year with "Live Healthy, Have Fun and Dance!" project, which combines obesity prevention with interactive dance shows. It's a great honor to be a part of this project, and I think we'll be sharing lots of fun with the children.

Project sponsored by Petra Švrcková and Alena Zák拉斯níková



Location:

Czech Republic

Beneficiaries:

School children

Donation :

€5,000

Fundación Madrina



Location:

Spain

Beneficiaries:

Destitute mothers and their children up to age three

Donation :

€5,000

Fundación Madrina's mission is to provide care and support for women who are victims of violence, abuse and family exclusion, and to meet the basic food, healthcare and material needs of their children, to help them integrate into Spanish society.

Interview with Elena Gallo, Fundación Madrina project sponsor at Bel Spain

Why did you decide to support Fundación Madrina?

I was very moved by the cause it defends. We sincerely believe that by helping destitute mothers, Fundación Madrina reduces cases of marginalization — or even worse — abandon. The grant from the Bel Foundation will enable this NGO to improve the quality of care given to mothers and infants; Fundación Madrina thus hopes to reduce the risks of disease and infant mortality.

Project sponsored by Elena Gallo, Juan Manuel Rodríguez et Valentín Gutiérrez



Ghettokids



Aide et secours



Le Relais du souffle de l'espoir

Employee grants in 2011

Ghettokids

The aim of Ghettokids is to support underprivileged children who live in the northern neighborhoods of Munich. It does this by providing the basics for a healthy life, including a well-balanced diet, language instruction, civic education and sports training, to teach children proper manners and social values, and raise their awareness of the arts, such as music, dance and theatre, as a means to express themselves.

Interview with Iris Brand, Ghettokids project sponsor at Bel Germany

How will the Foundation's funds be used?

The money granted by the Foundation will serve to feed the children assisted by the NGO. Because of their difficult family situations, many of the children go to school on empty stomachs. This leaves them weak and hampers their concentration throughout the school day. Meeting the children's quantitative and qualitative nutritional needs is one of the main reasons that Ghettokids exists.



Project sponsored by Iris Brand, Eva Stannowski and Anja Ziegler

Location:

Germany

Donation :

€5,000

Beneficiaries:

Over 250 children ages six to 17 with disadvantaged family backgrounds

Le Relais du souffle de l'espoir



Founded in 1965 by parents of children with cystic fibrosis and care givers, Le relais du souffle de l'espoir has four key missions, including curing, treating, improving lives, and raising awareness about cystic fibrosis.

Interview with Lucas Lohic, Le relais du souffle de l'espoir sponsor at Bel France

Why did you decide to support this nonprofit organization?

I was moved to get involved for personal reasons. Someone close to me has cystic fibrosis. It made sense to get involved with a cause that has affected me personally. In fact, I've been supporting this nonprofit for eight years now. This year, the funding will go to Le relais du souffle de l'espoir along with a portion to the university hospital center in Angers, France, whose cystic fibrosis service is involved in scientific and medical treatment research.

Project sponsored by Lucas Lohic, Philippe Perche, Tony Leveque, Bertrand Lejeune

Location:

France

Donation :

€5,000

Beneficiaries:

Children diagnosed with cystic fibrosis

Národní sdružení PKU a jiných DMP

This NGO's role is to assist people suffering from hereditary metabolic diseases like phenylketonuria (PCU) by offering them quality medical care and moral support through educational and social activities. The NGO also works actively to raise awareness about PCU among the general public and public institutions.

Interview with Monika Kuchtikova, project sponsor at Bel Czech Republic

What actions will the grant be funding?

We are going to analyze the chemical composition of 40 new products. Three hundred copies of the results of these studies will be published in brochure format and distributed to PCU patients in the Czech Republic. Our main goal is to create a complete list of foods with low protein content to enrich the patients' restricted and repetitious diet.

Projet porté par Monika Kuchtikova et Daniela Hruha



Location:

Czech Republic

Donation :

€5,000

Beneficiaries:

Children and adults who suffer from hereditary metabolic diseases

Pollicino and the Parents Crisis Centre Onlus



Location:

Italy

Beneficiaries:

Children up to 16 years of age

Donation :

€5,000

The missions of the Pollicino and the Parents Crisis Centre Onlus include eating disorder prevention and treatment, and working with parents to help them better understand and respond more effectively to their child's psychological development stages.

Interview with Mario Campo, project sponsor at Bel Italy

How will the Foundation's funds be used?

We are going to make the "I don't want to eat" project a reality. The goal is to offer assistance, counseling and support to children as well as their parents, who often don't know what to do in this situation, and educators and teachers, who are the main go-betweens due to their position. We expect to see a number of benefits by helping families understand and analyze the origins of their child's eating disorder, enabling the children to express themselves and communicate more easily by acknowledging and accepting their feelings, and raising awareness among educators and teachers about eating behaviors in children's daily lives.

Project sponsored by Mario Campo and Olivier de Rocca Serra

Sunflower Orphan and Disabled Patronage Center

The Sunflower Orphan and Disabled Patronage Center takes in and provides for orphans and physically disabled children. It helps them pursue their studies and enriches their knowledge to prepare them for university. It also builds up the confidence needed to successfully integrate into society.

Interview with Sharon Rozario, project sponsor at Bel Vietnam

Why did you decide to support this nonprofit organization?

We decided together to support this nonprofit because of our shared concern for children's health and well-being. Access to schooling was also vital reason to lend our support to Sunflower because schooling builds confidence in children, and enables them to build a future and contribute to society. Thanks to the Foundation, we can now finance the purchase of teaching materials and help upgrade their facilities and equipment.

Project sponsored by Sharon Rozario, Le Ngoc Lien Hoa, Tran Duy Hung, Vu Phuong Uyen, Ho Viet Dong, and Francois Pons



Location:

Vietnam

Donation :

€5,000

Beneficiaries:

Orphan and physically handicapped children from the provinces of Ho Chi Minh City



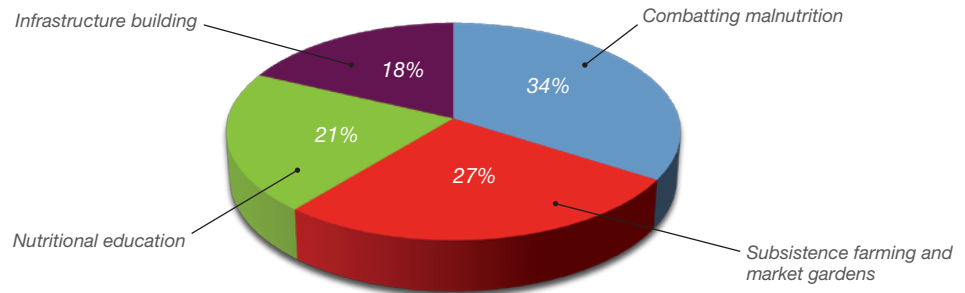
Sunflower Orphan and Disabled Patronage Center

Key figures from 2008 to 2011

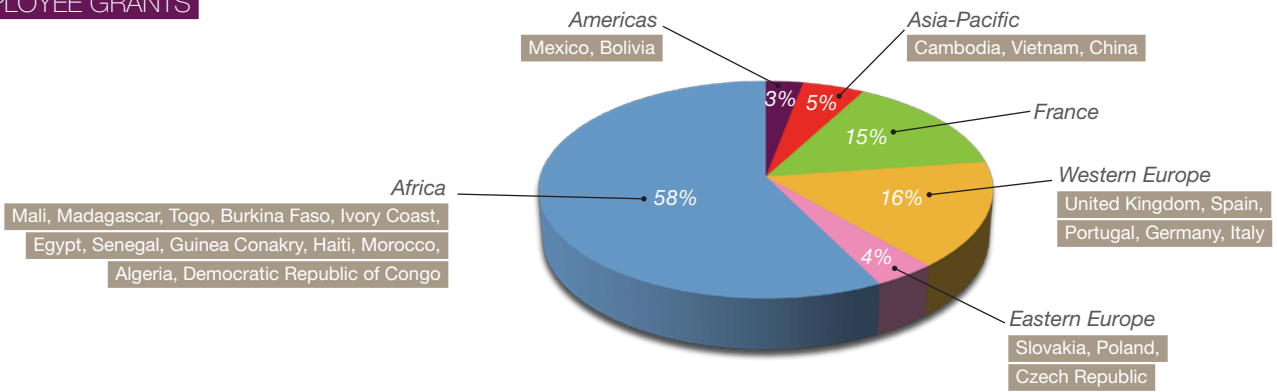


Distribution of funding from 2008 to 2011

AREAS OF INTERVENTION OF SPONSORED NONPROFITS



REGIONS COVERED BY SPONSORED NONPROFITS AND EMPLOYEE GRANTS



FUNDING BREAKDOWN BETWEEN SPONSORED NONPROFITS AND EMPLOYEE GRANTS

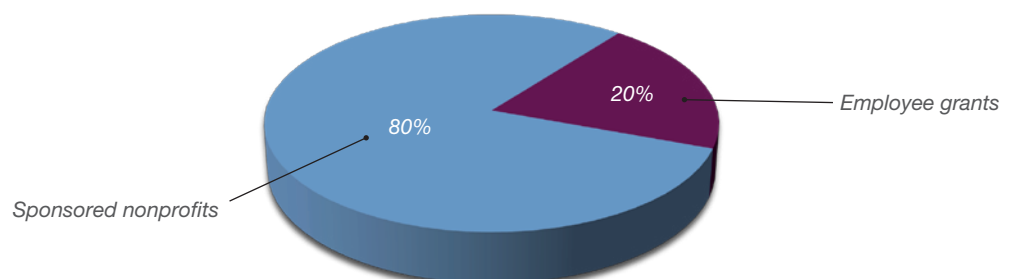


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Gerard Ufeiras (p.3)

Couleurs de Chine (p.1, p.20), Mond'Action (p.2), Helen Keller International/George Blonsky (p.6),
Helen Keller International/Bartay (p.13), AVSF (p.8), Le Mat Drôme (p.11), Rodicovsky Klub Pri IV (p.28)

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