



Progress Report 2012





Contents

3	President’s message
4	How the Bel Foundation operates
5	Submitting a proposal
7	Projects sponsored in 2012
26	Employee grants in 2012
34	Key figures in 2012

President's message



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

“We have selected a myriad of fruitful initiatives that are beneficial to the targeted populations.”

Established in 2008, the Bel Foundation embarked on its fifth year of philanthropic activity in 2012, confirming the Bel Group's long-term commitment and involvement in actions of good citizenship and solidarity.

The purpose of our Foundation has from the start been to support initiatives on behalf of children and their well-being, with a particular focus on food and dietary issues. Everywhere Bel is located, we seek to participate in finding solutions to the food issues confronting children by being attentive to the needs of local populations.

Instead of financing ambitious, large-scale projects, we select a myriad of fruitful initiatives that are beneficial to the targeted populations. To that end, we work with numerous nonprofit organizations and charities, favoring projects with strong local roots that put sustainable solutions to work.

Specifically, the Bel Foundation focuses on four broad areas of action:

- Combatting child malnutrition,
- Supporting subsistence farming and market garden programs,
- Building infrastructures related directly to feeding children and teens,
- Educating and raising awareness about the components of a healthy and balanced diet.

Our commitment is guided by the Bel Group's mission to share smiles with more families around the world. This message is actively spread by our employees, who come to the Foundation each year to request backing for local charitable initiatives in which they are directly involved. Since 2010, we have supported 32 initiatives sponsored by our employees. We aim to further develop our momentum in the years ahead, and to continue our actions on behalf of children everywhere in the world.

How the Bel Foundation operates

Board of Directors

The Board of Directors includes 12 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 OF THE FOUR-MEMBER COMMITTEES IS COM- PRISED 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 COM- PRISED OF REPRESENTATIVES FROM THE FOUNDERS’ WORKFORCE

- Pedro Fernandes, Asia-Pacific General Manager, 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 Sanofit-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 Relations and CSR Group Manager, Bel France
- Virginie Bernard, Senior Product Manager, Asia-Pacific
- Corinne Denis, Marketing Director for Bel Foodservice Europe, Bel Group
- Camille Genet, Kiri Product Manager, Bel France
- Katia Prassoloff, CSR Coordination and Communications 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

Testimonial: *The Bel way to enhance sense of purpose*

Corinne Denis, Marketing Director for Bel Foodservice Europe



I've been working as a volunteer on the Foundation's Project Selection and Tracking Committee (PSTC) for several years now. Our job is to select initiatives that fit with the Foundation's mission. We then contact the nonprofits to assess their bona fides and sustainability before submitting the proposals to the Board of Directors. This experience has put me in touch with terrific people — project sponsors who are very committed and feel passionately about their charity. I'm so proud of my company when I see the initiatives we support become a reality around the globe. Thank you Bel, for giving me the opportunity to feel useful.

Submitting a proposal

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

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.



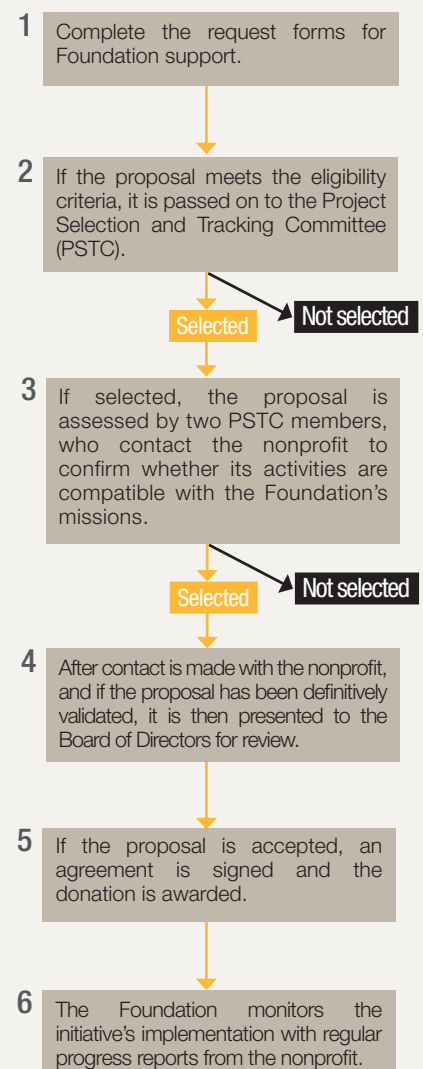
DEVELOPING CORPORATE PHILANTHROPY

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



Six key steps to submitting a proposal



For more information, please visit www.fondation-bel.org.

World map of initiatives supported in 2012



- 1 Benin**
OMonde
Projets Plus Actions

2 Burkina Faso
Enfants du Monde
Enfants et Développement
OND

3 Djibouti
SOS Sahel

4 Egypt
Les Amis de la Haute-Égypte

5 United States
Brookings backpack project
Gary Comer Youth Center

6 France
Association des Paralysés de France
Autistes sans Frontières 85
JWAH
Le Marché Solidaire
Unis-Cité
- 7 United Kingdom**
St George's Community Children's Project

8 Haiti
Agronomes et Vétérinaires Sans Frontières (AVSF)

9 Madagascar
Manao
Graines de Bitume
Ecole Ile aux Enfants
1001 Fontaines

10 Martinique
Objectif Prévention Martinique

11 Mexico
Ednica
Fundacion Clara Moreno y Miramon IAP
Madre Tierra Mexico
- 12 Poland**
Association des jeunes enfants de Chorzele
Leukemia & Lymphoma Foundation

13 Portugal
Fundação do Gil
Centro Paroquial Rainha Santa Mafalda

14 Czech Republic
Live healthy & enjoy it !

15 Senegal
Action Humaine pour le Développement
Intégré au Sénégal
Village Pilote

16 Slovakia
Zdruzenie Rodicov Pri ZS

.....

■ Nonprofits backed in 2012

■ Employee grants awarded in 2012

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



Projects sponsored in 2012





Accompanying

Combatting
malnutrition
among children
and teens

A nutritional education program in Ouagadougou

Enfants et Développement

Burkina Faso
Donation: €15,000



Founded in 1984, Enfants & Développement is an international NGO that seeks to improve the living conditions, health and education of the poorest children in developing countries. In 2012, the Bel Foundation helped finance one of the NGO's projects in Burkina Faso aimed at improving the nutritional status of children in the non-parceled areas of Ouagadougou. Many of the inhabitants of these densely populated areas have migrated from rural areas and live in precarious and unhealthy habitats with no access to basic services.

The initiatives undertaken as part of this project have helped to improve the nutritional practices of children up to five years old, notably by offering basic nutritional education to families through the creation of a "Leader Mothers" network. These leader mothers offer nutritional advice by sharing their knowledge of nutrition for women and children.

Startup kits are issued to the leader mothers that enable them to make and sell household porridge adapted to the needs of children aged 6 to 24 months in their respective villages. The recipe and advice for preparing the porridge under proper sanitary and conservation conditions are also provided to other mothers who seek the information. The leader mothers make an average of 400 porridge sales / nutrition advice contacts per month.

In addition, nutrition training modules have been deployed at several Health and Welfare Promotion Centers in the area to better identify and support malnourished and late growth children. Mothers of children up to five years old, pregnant and breastfeeding women, and women with malnourished children have benefited from demonstrations of how to improve the porridge, for which they were given the recipe. Thanks to strong local roots grounded in the local population and based on existing structures, this project will help improve the eating habits of children in the concerned areas over the long term.

Testimonial

Véronique Jenn-Treyer, Head of Enfants & Développement



With the support of the Bel Foundation, Enfants & Développement launched its "leader mothers" activity in 2012. After multiple training sessions, the results are already very encouraging. The mothers who have bought the improved porridge report that their children are sick less often, do not ask to eat before noon and are in better overall health. The number of porridge buyers appears to be increasing, and some buyers order a month's worth, or enough to feed several children. This pilot project could not have been developed without the trust the Bel Foundation granted us.



Assisting Haiti's dairy industry

AVSF (Agronomists and Veterinarians Without Borders)

AVSF (Agronomists and Veterinarians Without Borders) is an international solidarity and recognized public-interest organization that has been actively supporting smallholder farming since 1977. In an environment where dairy production is not easy, dairy imports rank second only to rice imports in Haiti. AVSF partnered with Haitian NGO Vétérimed 10 years ago to build up a network of small dairies to process and sell milk under the «Let Agogo» (Milk in Abundance) brand. This dairy network delivers 70% of its milk production to school canteens thanks to a contract under the National School Canteen Program.

Building on this experience, AVSF and Vétérimed have decided to focus their efforts in the coming years on the Central Plateau region of Haiti, where dairy production capacity remains highly insufficient.



The goal of this Foundation-backed program is to increase the amount of milk produced by 10 model dairy farmers by 40%, by improving livestock growing techniques and the occupational and sales skills of the Papaye

dairy in the town of Hinche. Ultimately, some 1,300 children, aged 3 to 12 and attending any of Hinche's four schools, will benefit from dairy goodness at the school canteen.

Standing in solidarity with the street children of Antananarivo

Graines de Bitume



Graines de Bitume helps children and youths living on the streets of Antananarivo, Madagascar's capital city. It works to improve their lives by encouraging social reintegration and offering them access to education and vocational training. The charity hosts some 265 children at its two day centers, accompanied by a Madagascan team of social workers, educators, teachers, and facilitators.

Graine de Bitume provides basic food, health and sanitation assistance, offering a daily meal and snack-time to cover the lion's share of the children's daily caloric requirement, without placing families into a dependency situation.

Madagascar
Donation: €5,000

Fighting malnutrition in 12 schools in Upper Egypt

Egypt
Donation: €20,000

Les Amis de la Haute Égypte



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.

In 2011 and 2012, the Foundation supported a program to combat malnutrition in 12 of the poorest schools in Upper Egypt. Given the very encouraging results, the Foundation has decided to renew its support for the third year in a row.

The program put into place guarantees a balanced meal supplemented with vitamins to more than 800 young children suffering from malnutrition. The meals are distributed four 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 among parents and teachers about eating better balanced diets and practicing healthier hygiene.





Cultivating

Supporting
subsistence
farming and
market garden
programs

Developing the production from a school garden in Djibouti

SOS Sahel

Djibouti
Donation: €25,000



SOS Sahel seeks to improve the living conditions of people in Africa’s drylands, known as the Sahel region. This development charity carries out social, economic and environmental development projects involving sustainable farming, access to water, water purification, hygiene, education and fighting desertification.

In 2010 and 2011, the Foundation supported a major program to fight malnutrition and to develop school gardens in Burkina Faso. In 2012, the Foundation decided to continue its collaboration with SOS Sahel in Djibouti.

A €25,000 donation will help boost the production of the Randa school garden and improve the quality and diversity of the meals it serves in the school canteen in a sustainable way. The project targets some 500 children aged 3 to 12 who attend the Randa school center.

Testimonial

Jean-Michel Kuela, SOS Sahel project coordinator



After six years of drought destroyed over half the means of subsistence for families, more than 50% of households were placed in a situation of food and nutritional insecurity. The Randa school canteen serves over 500 meals to students, most of who come from these nomadic camps. The vegetables are produced locally by the students’ parents via a group of 10 women. This production, however, covers less than 30% of the canteen’s needs. The project will boost the garden’s yield by 50% by the start of the next school year and will sustainably improve the meals’ nutritional quality.



School gardens in Burkina Faso

OND

OND (Yineyinedian Organization for Nature and Sustainable Development) is a charity active in the seven communities of Sissili province, in the south of Burkina Faso. The Bel Foundation decided to participate in its vast program to develop school gardens for food.

OND obtained 42 hectares of land near seven schools from the targeted rural communities. Each school will thus have six hectares on which to grow cereals, corn, rice, black-eyed peas, vegetables and fruit to enhance everyday meals at the school canteens.

The program involves nearly 3,000 children, and the gardens are expected to produce about 20 metric tons of cereals in the first year alone. Through this initiative, OND and the Bel Foundation are aiming for more than just growing cereals, vegetables and fruit. Thanks to the active participation of teacher and parent associations in the implementation and maintenance of the school gardens, the school kids will also receive training in nursery and tree planting, garden maintenance and all farming tasks.

The program will also strengthen the financial independence of the schools through sales of the plants and vegetables to the students' parents and the entire population. Further, several moringa oleifera trees, which have strong nutritional value, will be grown as part of the program.



Burkina Faso
Donation: €16,000

Vegetables for the Agbangnizoun gardens in Benin

Projets Plus Actions



Projets Plus Actions is an international charity that provides technical and financial support to local NGOs primarily in West Africa. It strengthens the implementation of initiatives in areas of the environment, economic development, education, and health. Projets Plus Actions partner, the Andia NGO, has opened a center for abused children in the rural community of Agbangnizoun, with assistance from the French Embassy. The project selected by the Foundation is aimed at improving food quality at the children's center and raising awareness about child nutrition among mothers in the most vulnerable families. The Agbangnizoun gardens will help lay the foundation for making the center's canteen operationally independent. The development of new farming plots is aimed at guaranteeing that 50 children will receive four balanced meals every day. The project's beneficiary mothers will be trained in basic farm processing techniques to help improve their children's nutrition.

Benin
Donation: €9,000

A new farm plot for street children in Dakar

Senegal
Donation: €10,000

Village Pilote



The mission of NGO Village Pilote, active in Senegal for over 19 years, is to stem the tide of street children and to protect and reintegrate them socially and vocationally into Senegalese society.

It operates the Refuge, a children's center in the heart of Dakar's suburbs that hosts children aged 5 to 12. The Village Pilot team lives the experience of these children daily.

The Refuge is open day and night providing basic care, food, lodging and moral and emotional support to some 250 minors in distress. Recreational, cultural and educational activities, along with hygiene and

health care are offered. The longer term goal is to reconnect the children with their families once they are strong enough to return home. The charity is seeking to secure the food supply and enhance the nutritional quality of the children's meals by developing a new farm plot at the Lac Rose (Pink Lake) site. The plot will be farmed by youths undertaking vocational training in the areas of construction and organic farming, and the produce will be used directly at the Refuge.

The Foundation donated €10,000 to plant the new Pink Lake farming plot and thereby improve the nutritional quality of the meals at

the Refuge site. The Foundation's financial support will also be used to establish a system to keep track of the children's nutrition at the center with weight and growth charts, to strengthen the skills of the center's staff through cooking lessons and advice from a nutritionist, and to raise awareness about good eating habits and practices among the children and Refuge staff members.

School gardens in Senegal

Senegal
Donation: €9,000

AHDIS — Human Action for Integrated Development in Senegal

AHDIS (Action Humaine pour le Développement Intégré au Sénégal) is seeking to improve the food quality of some 200 school children, aged 6 to 12, in two villages in Senegal's Fatick region by establishing a large farming operation.

The Bel Foundation's donation will be used to set up a system to supply water to the farm, to build a warehouse to store the harvested food and to buy seed.

This project will strengthen the technical and cultural skills of all concerned and will develop vegetable and fruit farming in this region of Senegal. AHDIS has committed to distributing 80% of the harvest for the school canteens. The remaining 20% will be sold locally, to help fund the farming operation.

Three new Moringa flour mills in Burkina Faso

Enfants du Monde

For over 30 years, the Enfants du Monde charity has labored to establish the resources to fight child malnutrition and make populations self-reliant, particularly in Africa.

In Burkina Faso, Enfants du Monde is working to enhance the milling of Moringa leaves into flour. Moringa has significant nutritional value that can be very effective in fighting child malnutrition.

Thanks to a €10,000-donation from the Foundation, Enfants du Monde will build three Moringa flour mills in three villages in the north of Burkina Faso.



Conducted in partnership with local communities, the project consists of raising local awareness — notably among mothers — about developing farming operations, such as building a drying house and wells for watering the plants in each village, and training women how to raise Moringa and how to package the flour. Enfants du Monde treats and monitors children medically diagnosed as malnourished. Their normal weight and development can be restored by eating moringa flour on a daily basis. After two years of training, the village women become adept at fighting child malnutrition on their own.

Burkina Faso
Donation: €10,000





Building

Building infrastructures related directly to feeding children and teens

A new canteen for a school in Antananarivo

L'île aux Enfants

The charitable L'île aux Enfants school began as an initiative by French and Madagascan citizens with a shared desire to educate children in the poorest neighborhoods of Antananarivo, Madagascar.

In 2012, a six-grade school was opened, welcoming students aged five to seven who numbered some 100, with twice as many expected in the next two years. The Foundation decided to support the school's canteen, the keystone to a child's attendance and academic success. The canteen's furnishings and equipment will enable the school to benefit from annual food support by Madagascar's national education system. The students' parents will be involved in the canteen's everyday operations.



Testimonial: *How partnership can change the lives of numerous children*

Eric Hanrion, President of L'île aux Enfants



I've lived in the Indian Ocean region, from Réunion Island, to Mayotte and Madagascar for 12 years. Throughout my travel, I've seen various and, at times, surprising landscapes, and I have met exciting and captivating people.

But, above all, I have learned something extraordinary. I have learned how to teach children in disadvantaged areas.

The charitable L'île aux Enfants school, located in the poor neighborhoods of Tananarive, was born from these experiences. My first concern was putting together a school canteen. By submitting a proposal to the Bel

Foundation, we were able to equip the canteen and the kitchen. The Foundation's support has been vital to the success of our project because it enables us to effectively fight malnutrition, the leading factor of school dropout and failure rates in Madagascar. It's also an efficient way to fight against child labor and to increase school attendance.

The Bel Foundation understands well that a child's future depends on having a balanced diet. I am very grateful to the Bel Foundation team for following the program through all its steps and for listening and being there.

Milk for children in a Madagascan village

Madagascar
Donation: €10,000

Manao

Manao supports social, educational, health, and economic development projects in Madagascar. Its efforts are focused exclusively in the Béfoza domain, 400 miles from the Madagascan capital. For the past 15 years, this farm has welcomed very marginalized people, such as single women with children, lepers and others. The numerous children at the farm receive medical care, food and an education through a sponsorship system.

After financing the construction of a canteen at the domain in 2011, the Foundation decided to continue its support of Béfoza by providing €10,000 in funding to buy a small herd of dairy cows and to install the infrastructures needed to properly handle the operation, such as stables, grazing land and fencing. The development of dairy production will ensure a more balanced and steadier diet for the children on the farm.



A water treatment system for a Madagascan village

Madagascar
Donation: €15,000

1001 Fontaines

Founded in 2005, the “1001 Fontaines pour demain” nonprofit seeks to improve the health of rural and isolated populations by setting up water treatment units to produce safe drinking water at an affordable price.

To guarantee the longevity of this solution, 1001 Fontaines develops micro-enterprises around the production of purified water. The operation of the water treatment unit is entrusted to a small operator-entrepreneur within the village. The water is purified using simplified, solar powered ultra-violet technology, packaged in 20-liter bottles and sold directly to consumers at a very low price. Since 2008, 1001 Fontaines had been developing this method on Madagascar’s east coast in partnership with the Madagascan NGO “Saint Gabriel”.

The Foundation agreed to help 1001 Fontaines set up a water treatment unit in Fénérive Est, Madagascar.

The first phase involves supplying the production system, training the local operator and launching the sales activity, followed by an 18-month accompanying and follow-up period to guarantee the system’s self-sufficiency and longevity.

For each water treatment unit installed, a sponsoring program is set up with the village school to provide free drinking water to students.



A new dining hall for a school complex in Benin

OMONDE

French charity Omonde focuses its initiatives in Benin, where it complements the country's school system by developing educational projects. To ensure lasting and local solutions, Omonde always gets local communities involved in the development and realization of its projects.

Meals are a key factor in assuring educational success, which is part of the reason the Foundation agreed to support the Kikélé school complex project in northern Benin. The complex hosts some 600 students, most of who come from neighboring villages and do not have time to return home for lunch. The project involves building a school canteen, along with a vegetable garden to partially supply the canteen, in partnership with the local town hall and the school complex.

The Foundation is funding the construction and furnishing of the dining hall and the purchase of pump unit for the vegetable garden for a total of €5,500.

The project will help ensure that the children have a balanced meal and will pay the women who will be working in the canteen and the vegetable garden, helping them to achieve financial self sufficiency. The vegetable garden will also serve as a basis for teaching the children about water, environmental and agricultural management through fun activities.

Benin
Donation: €5,550





Learning

Educating and raising awareness about the components of a healthy and balanced diet

A program for reconnecting with good eating habits

Ednica



Ednica focuses on children, teens and youths who live and/or work on the streets of Mexico City. The charity accompanies these youths over the long haul, addressing their educational, health and citizenship needs, while fighting drug abuse and

violence. It operates three centers in three working-class neighborhoods of the Mexican capital. Since 2010, as part of its educational activities, Ednica has operated a program to promote good eating habits called “The right to health starts with eating right”. Of the children monitored

Mexico
Donation: €20,000

by the charity, 40% are overweight and 10% are underweight, owing to their precarious lifestyles and poor diets. The Foundation, which funded the launch of the good eating habits program, decided in 2012 to continue supporting and developing the project, which impacts 150 children aged 3 to 16.

The educators will continue their good eating habits teaching and awareness raising work through workshops. In 2013, a new workshop will be offered on the eating habits and customs of earlier generations. The idea is to help the children re-appropriate old and healthy recipes. Along with the teaching work, Ednica will offer the children a balanced meal three times a week. The meals will be designed by a nutritionist and prepared by mothers, whose participation is key to changing the children’s eating habits. The lunches are vital for these children, who often go to school or to work in the street on an empty stomach.

New equipment for teaching workshops

JWAH

JWAH offers activities that favor the personal and psychomotor awakening and fulfillment of vulnerable children with physical or psychological issues in the Ile-de-France region. The charity works to strengthen the ties between those children and their families. It strives to cultivate the notions needed for the harmonious development of these children by teaching French, reading and writing, music appreciation, gardening, and workshops on eating a balanced diet.

The “Exquis-libre” project developed by the nonprofit and supported by the Foundation in 2012, is aimed at helping children from disadvantaged families or placed in foster homes to appropriate balanced eating habits that are good for their health. From gardening and planning and preparing meals, to visiting garden growers and restaurant owners, JWAH works in a cross-sector, fun and entertaining way.

The project involves 72 children and their families who live in housing projects in Paris’ 18th district or in the center

operated by the Auteuil Foundation in Orly.

Each week, groups of eight to 10 children are brought together by charity volunteers. Parents are encouraged to participate in the workshops whenever they have time. The teams hold monthly parent/children workshops, and meals are shared with families once every two months.

The Foundation donated €2,000 to finance the purchase of equipment needed for the Exquis-libre workshops held on the social housing premises. The equipment included an oven, refrigerator, extractor, and small kitchen appliances.



France
Donation: €2,000

A nutrition education pavilion in Chicago

Gary Comer Youth Center

The Gary Comer Youth Center provides educational assistance, social guidance, health services and physical activities for children and teens living in a disadvantaged neighborhood of Chicago. Youths can take advantage of a healthy and welcoming environment after school, on weekends and during summer vacation. GCYC teams provide the assistance needed to help young people advance as far as they can in their studies and to guide them along the path best suited for them.

The GCYC requested support from the Bel Foundation to develop its vegetable garden, where children can learn about the basics of urban farming and a healthy and balanced diet. A Nutritional Education Pavilion will be built to host nutritional education classes for youths and cooking demonstrations using the vegetables and herbs grown in the accompanying garden. Some of the garden produce will also be used to prepare meals served in the Center's canteen.



United States
Donation: €15,000

Workshops for raising awareness about nutrition

Madre Tierra Mexico

Many residents of Chiapas state in Mexico suffer from nutritional issues and undernourishment. Which is why the Madre Tierra Mexico charity has put together a nutritional education program for school children in a Chiapas village. Workshops to raise awareness about the importance of a healthy and balanced diet will be held, and a vegetable garden will be created near the school. Produce from the garden will be used to prepare some of the children's meals. Parents will also be involved in the project to reach an even larger population.



Mexico
Donation: €7,400

Civic Service volunteers fight obesity

Unis-Cité

Since 1994, Unis-Cité, France’s pioneering civic service nonprofit, has offered youths aged 16 to 25 a means for getting involved in general interest missions and defending their values. For six to nine months, volunteers take up social challenges like preventing violence in schools, maintaining inter-generational bonds, raising awareness about sustainable development and responsible consumption, assisting society’s most vulnerable and many other solidarity themed issues that require their generosity and drive. Unis-Cité volunteers are recruited according to a single criterion — their motivation.

In 2011, the Foundation supported the “Vitaminés” pilot program to prevent child obesity in poor neighborhoods. The program teaches good eating and exercise habits to children and their families in a sustainable way through concrete actions taken by youths for youths. In view of the encouraging results of the first pilot phase, this project will be rolled out in 11 French cities in 2012 and 2013. The Foundation agreed to continue its involvement with the Unis-Cité teams, by supporting the deployment of Vitaminés program in the city of Nanterre in Ile-de-France.

France
Donation: €10,000

Alongside local partners, municipalities, schools, neighborhood centers, and sports clubs, volunteers will meet with youths over a six-month period to raise awareness about eating a healthy and balanced diet and exercising regularly.



Testimonial

Gaël Clochard, civic service volunteer for the Vitaminés project established by Unis-Cité



The Unis-Cité mission has been very rewarding, giving me the chance to work on a strong project, where we can make proposals ourselves and create new activities for the children. I’ve also learned how to work in teams and how to work with various partners like schools, recreation centers, etc. It’s been a great experience and will be very useful in my professional career.

Educational initiatives to encourage a more balanced diet

Objectif Prévention Martinique

A key mission of NGO Objectif Prévention Martinique is to teach and raise awareness about domestic and health risks.

As part of that effort, OPM has launched a program of initiatives on the importance of eating a balanced diet and exercising regularly at a primary school in Saint Pierre, Martinique. Martinique is particularly affected by obesity, notably among children.

Throughout the school year, children will be exposed to good eating habits through games and learning programs, such as practical workshops, balanced lunches in class, culinary field trips to the city, gardening workshops, exhibits, discussions with health professionals, and other actions to encourage balanced eating. Parents will also be involved in the program on several occasions during the year.



Martinique
Donation: €6,000

Educational workshops at a solidarity grocery in Paris

Le Marché Solidaire



Le Marché Solidaire (The Solidarity Market) is a nonprofit that manages a socially involved grocery in the 14th district of Paris.

The grocery welcomes referrals from the 14th district's social services, allowing them to buy everyday consumer goods, including food, hygiene and personal care products, at low cost.

These families often eat unbalanced diets and suffer the health consequences. In 2012, the grocery set up food workshops targeted at the children and young teens of these families. Assembled in small groups, the youths learn about healthy products and eating habits through games and discussions. They also make trips to the market, prepare and cook meals. Every session is concluded by a meal, which provides an opportunity for the parents to participate.

France
Donation: €1,500



Employee grants
in 2012



Contributing

Contributing to a healthy and balanced diet for children

Encouraging healthy lifestyles in schools

Czech Republic
Donation: €5,000

Live healthy & enjoy it



The main mission of “Live Healthy & Enjoy It” is to prevent obesity and overweight problems at schools through nutritional education and physical exercise.

The NGO launched a motivational and educational program called Live Healthy, Have Fun and Dance! aimed at children 8 to 12 years of age. The program involved interactive exhibits about the basics of a healthy diet and classes in which dancers provided demonstrations and motivated the children to participate, all while having fun!

Testimonial

Petra Švrčková, project sponsor and a Bel employee in the Czech Republic



Why did you decide to sponsor this nonprofit organization?

We wanted to impress upon school children the importance of living an active life and eating healthy. We loved the idea of teaching kids about the rewards of a balanced diet and a healthy lifestyle. We wanted to show them that it's possible to mix fun and well-being.

Balanced meals for needy children

Brookings backpack project



The Brookings Backpack Project charity acts on behalf of children in the city of Brookings, South Dakota. It operates a program that provides children from disadvantaged families with balanced, easy-to-prepare meals and snacks for weekends, holidays and summer vacation.

United States
Donation: €5,000

Testimonial

Project sponsored by Francine Moudry



Why did you decide to sponsor this nonprofit organization?
The idea that a child in the United States can go hungry is hard to imagine in 2012, but it happens. This project appealed to us because it offered the opportunity to help children and teens by supplying them with meals and snacks adapted to their nutritional needs and well-being.

Activities that encourage a healthier lifestyle

The Chorzele Young Children’s Association

“With a smile for health” is an initiative undertaken by the Young Children’s Association of Chorzele, a village in the Polish countryside. The program is aimed at encouraging children and teens to eat a balanced diet and live a healthy lifestyle. To that end, a number of activities have been developed, including cooking classes and sports and educational activities like bicycle outings, walks, family competitions, etc.



Poland
Donation: €5,000

Testimonial

Project sponsored by Joanna Charewicz, Renata Malinowska, Rafał Banul and Daniel Zuk



What was your reaction when you learned that your grant application had been accepted?
We were thrilled because now we can contribute to teaching children about nutrition and healthy lifestyles. Working in teams is also very exciting. All members can express their ideas, take action and be personally rewarded.

Taking action

Taking action on behalf of a healthy childhood

Assistance for disadvantaged young girls

Fundacion Clara Moreno y Miramon IAP

Mexico
Donation: €5,000



The Clara Moreno y Miramon I.A.P. foundation is a private institution that offers a home, an education and healthy living conditions to disadvantaged girls in Mexico.

The program supported by the Bel Foundation is targeted at 75 girls hosted by the charity, to improve the quality and availability of the meals served to them. As a result of this project, the canteen will be able to obtain the “Distintivo H” quality certification from the Mexican Ministry of Tourism and Health. The program will help decrease the incidence of poor diet-related illnesses such as diabetes and obesity, diminish nutritional deficiencies and help the girls’ physical and psychological development.

Testimonial

Project sponsored by Maricarmen Ubeda and Alexandra Berreby



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

It was moment of sheer joy! We were emotional and proud because we were able to financially and socially help a charity very close to our hearts.

Support for hospitalized children and teens

Fundação do Gil

The Gil Foundation participates in the recovery and reintegration of children and teens who have cancer. Aware of how difficult cancer is for patients and their families, several employees of Bel Portugal wanted to lend their support to the «Dia do Gil» program, which creates a link between the hospital and the outside world by offering reading, music, theater and a host of other activities to hospitalized children and teens.



Portugal
Donation: €5,000

Testimonial

Project sponsored by Isabel Silva and Gisela Pardal

How will the Foundation's funds be used?
This grant will allow the Gil Foundation to improve the training of the volunteers who lead the activities for the children with cancer and to cover some of the costs of the "Dia do Gil" program.

A sporting event to help ill children

Leukemia & Lymphoma Foundation

Testimonial

Project sponsored by Myriam Curiel and Irena Carmona



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

We were very happy because it made improving the living conditions of sick children possible. Encouraging employees to contribute to charitable projects is an excellent Group initiative. Working together on this project was truly rewarding.



The mission of the Leukemia & Lymphoma Foundation is to improve the quality of life of children and teens afflicted with leukemia or lymphoma and their families. The primary goal of the project supported by the Bel Foundation was to hold a basketball tournament that would attract a big crowd of people to support the afflicted children. The event was a huge success, drawing over 600 people. It notably led to the collection of numerous promises to donate blood and bone marrow.



Poland
Donation: €5,000

Bringing good cheer

Bringing good cheer into children's daily lives

A race to help handicapped children

Association des Paralysés de France

France
Donation: €5,000

Founded in 1933, APF (Association des Paralysés de France) works to fully integrate handicapped persons and their families into society.

APF Evasion, the APF's vacation service, organizes vacations for children with mobility disabilities. The Bel Foundation grant is being used to fund a holiday for 20 youths aged 11 to 15, who will put on a play during the Off Festival in Avignon, France.

To raise even more money, the six Bel employees who are sponsoring the project have set up the "Running for a Bel Cause" marathon for the third year in row. They are encouraging their colleagues to get involved by participating in the foot race, which will take place in September 2013 in the Vincennes forest on the east side of Paris. Participants are free to choose from individual or relay races 7, 14 or 21 kilometers long. Training for colleagues wishing to participate will be held twice a week until the actual race, to give everyone the opportunity to get acquainted and to build team spirit. The training practices will start from the Bel Group's Paris headquarters.

Race participants can also donate to the APF charity and may encourage their entourage to do the same.



Bel employees prepare to take off for their weekly practice run

Testimonial

Project sponsored by Gwennaél Bessard du Parc, Caroline Bridoux, Aude Cittadini-Cesi, Ilfynn Lagarde, Nathalie Maillote, and Fanny Thuard



Why did you decide to sponsor this nonprofit organization?


Beyond the cause of handicapped children, which touches us personally, we were really taken with the project proposed by APF Evasion. It's a concrete and inspiring project staffed by a very involved team. That's what inspired our support in particular. Moreover, it's an excellent opportunity to rally Bel employees around a team-building project, a race on behalf of the children supported by the APF.

Aiding a childcare center

St George's Community Children's Project

The St. George's Community Children's Project is a charity that provides care for children under 11 from disadvantaged families. It helps these children grow and develop in a welcoming environment with activities that favor their physical and psychological well-being.

Testimonial
Project sponsored by Jean-Paul Pelaez and Rosie Tapp



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

We were very grateful to the Group for this donation. We can now help this charity, which has existed for over 30 years, to continue promoting the well-being of needy children.




A film to raise awareness in schools about autism

Autistes sans Frontières 85

Autistes sans Frontières 85 is a charity based in France's Vendée region that works to better integrate autistic children into society. Thanks to the Bel Foundation grant, two Bel employees were able to produce a short film to raise awareness about autism. The film was shown in Vendée schools that welcome disabled and autistic children. The animated film helped to open a class discussion led by the charity about autism.



Testimonial
Project sponsored by Hélène Pélisson and Caroline Tilloy



Why did you decide to sponsor this nonprofit organization?

We wanted to support this charity because, as mothers, we are very aware of the problems children can face, particularly handicapped children. Furthermore, we were drawn by the opportunity to help make an awareness-raising film, in which we were able to use our professional skills.

A vehicle adapted to the needs of handicapped children

Centro Paroquial Rainha Santa Mafalda

Portugal
Donation: €5,000



The mission of the Centro Paroquial Rainha Santa Mafalda charity is to improve the quality of life of 50 girls, aged 3 to 18, with a mobility disabilities who live with adoptive families. It notably offers physical activities, classes and cultural visits. Support from the Bel Foundation helped fund the purchase of a van specially adapted for disabled children, to transport them to new and more varied activities.

Testimonial

Project sponsored by Ana Soares, Ana Ramos Peres and Miguel Costa



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

It was very emotional when received the grant. We were so happy to share our joy as a team within the company. Given the current economic context, we are convinced that would we not have been able to realize this project without the grant, or at least not as quickly!

Sports equipment for youth

Zdruzenie Rodicov Pri ZS

Slovakia
Donation: €5,000

This charity focuses on teaching 700 youths aged 2 to 16 about healthy lifestyles. To that end, it offers sporting activities in a suitable environment, such as sports complexes, exercise rooms and gyms. The Bel Foundation contributed financing for sports equipment and helped organize a variety of physical activities from January to September 2013.

Testimonial

Project sponsored by Iveta Berilová and Viktória Ivanová



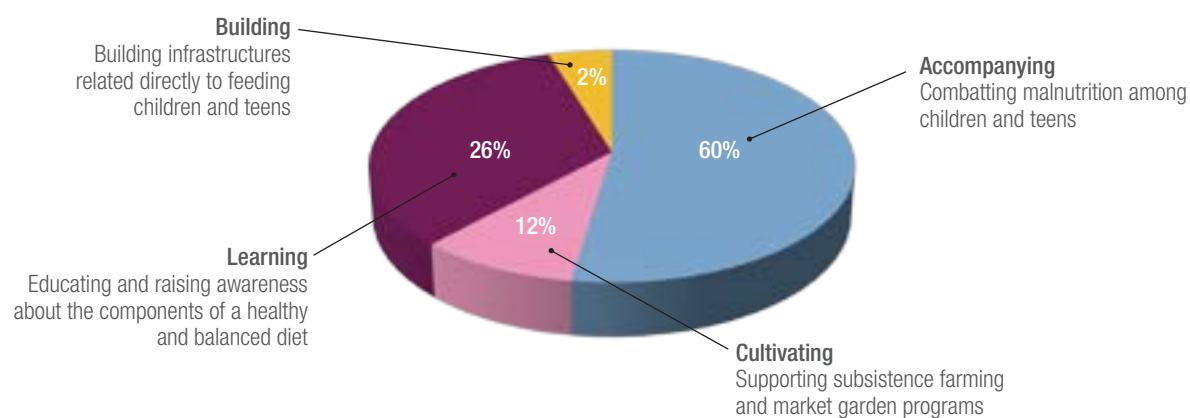
Why did you decide to sponsor this nonprofit organization?

We are very familiar with the teachers at this school. We loved the idea of improving children's lifestyles through planned activities in sports and the natural environment, which are two fundamental and complementary areas.

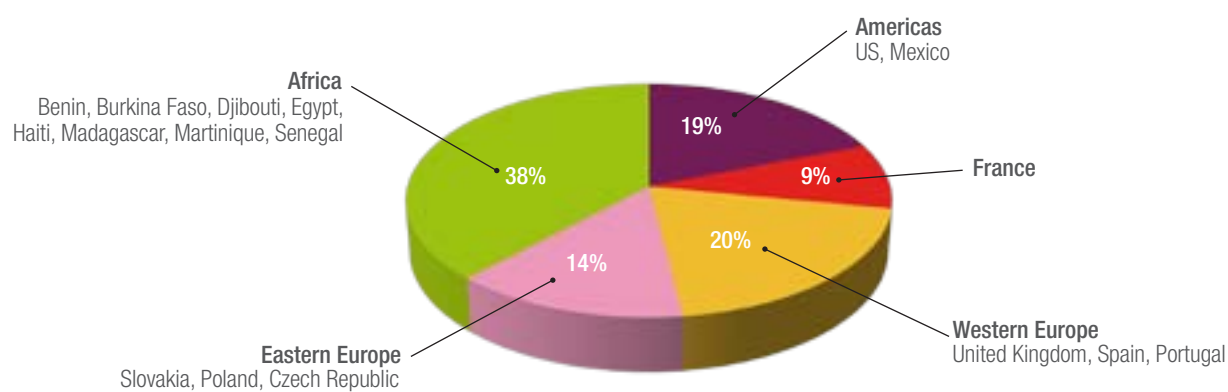
Key figures in 2012

Distribution of Foundation funding

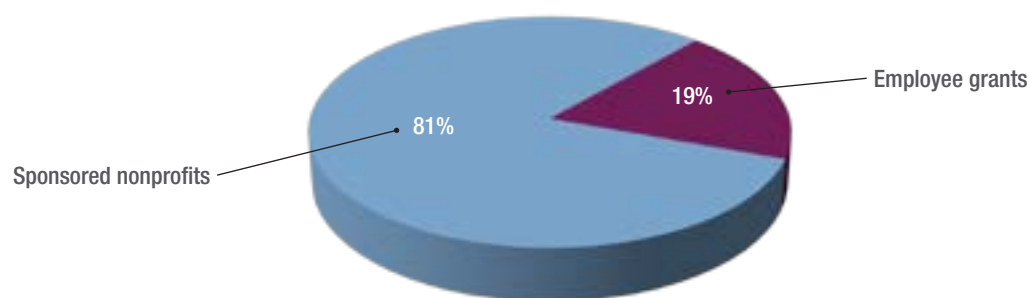
Areas of intervention of sponsored nonprofits



Regions covered by sponsored nonprofits and employee grants



Funding breakdown between sponsored nonprofits and employee grants



Fondation Bel

16, Boulevard Malesherbes

75008 - Paris

e-mail: contact@fondation-bel.org

Website: www.fondation-bel.org

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.

This progress report was printed by an Imprim'vert printer using paper that meets PEFC environmental standards.



The PEFC (Programme for the Endorsement of Forest Certification) label certifies that forests are managed according to sustainable management requirements.



This progress report was printed with vegetable inks.

Photo credits:

Bel Group

D.R.

GCYC/Jasmin Shah (p.7, p.23), AVSF (p.10), Projets Plus Action (p.14), Ecole Ile aux Enfants/Eric Hanrion (p.18), 1001 Fontaines/Marie Yen (p.19), Ednica-Mexico (p.22), JWAH/Jeananie Gustarinac (p.22)

The 2012 Bel Foundation Progress Report was prepared by the members of the Foundation's Project Selection and Tracking Committee.
Many thanks to Bel employee Aurélien Binant for his active participation.

