

# DEMAIN

ANNUAL REPORT ON THE 'DEMAIN'  
PHILANTHROPIC PROGRAM  
FOR THE YEAR 2020

On January 21<sup>st</sup> 2018, with excitement and apprehension, we launched our philanthropic program DEMAINE, to support concrete actions in favour of access to education, culture and equal opportunities. After 12 calls of the 21<sup>st</sup> and as many solidarity creations, we were able to surpass our objective of raising one million euros in the first year. In 2020, the results were just as encouraging with 1,5 million euros raised and more than 30 000 children supported by the program. This report reviews those last 12 months of action and shares our 2021 perspectives for DEMAINE.

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## I. INTRODUCING DEMAIN

### 1 - THE ORIGINS OF THE PROJECT:

We have always placed the human element at the heart of everything we do. The choice to act has also guided us, from our support of the ASAO charity in Senegal and our campaign for UN WOMEN in 2016, through to the creation of DEMAIN in 2018. Behind the DEMAIN philanthropic initiative is the desire to give back a little of what life offers us every day, to children whose horizons are unjustly limited. It's the desire to shake things up, and the realisation that through small, yet cumulative actions, great things can be achieved.

### 2 - THREE ACTIONS TO FINANCE DEMAIN

In 2018, we set up concrete actions to finance our philanthropic program:

**1 - The 'Call of the 21st' appeal:** on the 21st of every month, 10% of Sézane's profits that day are donated to DEMAIN.

**2 - Solidarity creations:** a new design is created every month by Sézane and collaborators, the entire profits from which are donated to DEMAIN.

**3 - The DEMAIN tote bag:** a DEMAIN tote bag is available for sale on the Sézane website and in the Appartement in exchange for a donation of the customer's choice. All profits from the bag are donated to our philanthropic program.

### 3 - THE DEMAIN ENDOWMENT FUND

Since March 14<sup>th</sup> 2018, DEMAIN has been a independent endowment fund. It is exclusively dedicated to the allocation and supervision of donations collected by Sézane, and its operation is provided exclusively by volunteers. The sound management of the fund itself and funds collected is controlled by an auditor. The fund is chaired by our founder Morgane and her husband Thibault. It meets quarterly with our partner organisations to establish milestones and determine funding priorities. The fund has established several general attribution rules, which, while flexible, guide its actions and include:

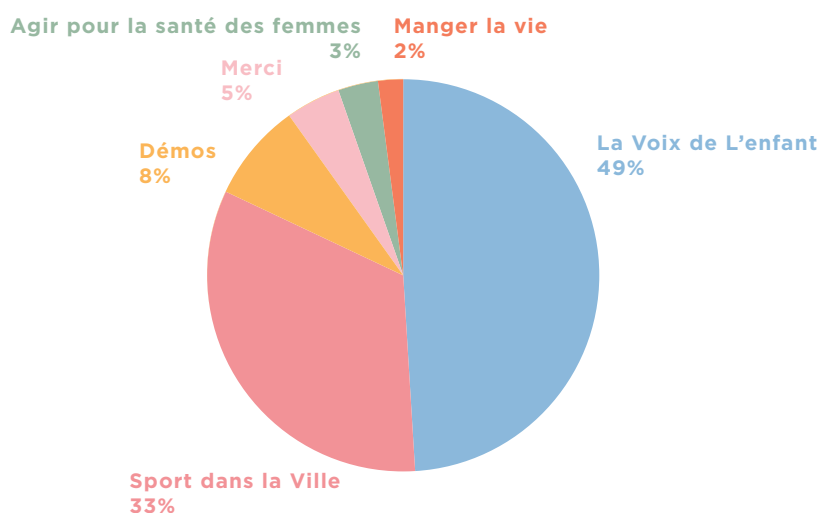
- An annual budget dedicated to each association and paid quarterly unless otherwise agreed.
- 90% of projects will be defined in agreement with the organisation, 10% remaining at hand to deal with emergency situations that may arise.
- Two-thirds of funds are dedicated to structural projects (construction of schools, school support, etc.), one third to outings and events.

## II. THE 2020 BALANCE SHEET

### 1 - PROMISES KEPT AND MORE THAN A MILLION AND A HALF EUROS COLLECTED

Thanks to you, in just one year we were able to raise 1,5 million euros. These funds have enabled us to support 6 leading organisations. For the third year running, we supported 'La Voix de L'Enfant' and 'Sports de la Ville' and for which we respectively raised 517 000 euros and 350 000 in 2020. 4 new organisations joined our DEMAINE program: 'Demos' (85 000 euros), 'Manger la vie' (20 000 euros) and two organisations acting for women's protection: 'Agir pour la santé des femmes' (35 000 euros) and the endowment fund 'Merci' (50 000 euros). 465 000 euros raised in 2020 still remains and will, therefore, be allocated to different organisations in 2021.

Breakdown of funds allocated in 2020, by charitable organization:



### 2 - PARTNER ORGANISATIONS AND PROJECTS SUPPORTED BY DEMAINE

La Voix De l'Enfant



La Voix De l'Enfant is a federation of organisations whose aim is to listen to and defend any child in distress, whoever and wherever they may be. Since the very beginning of DEMAINE, we have been working closely with La Voix De l'Enfant and its president Martine Brousse. With the funding of 517 000 euros in 2020, 'la Voix De l'Enfant' was able to support around 30 of the federation's member organisations, benefiting 29 000 children.

*«Know that throughout the past year you have brought back to life and a put a smile on the face of thousands of children. These are not empty words. I've met these children who through you discover music, the sea...horizons other than the concrete bars in which they live. There are many who have now caught up in school and can look forward to the future for the first time. This 'second chance' that you have offered these children through DEMAINE, is very real. On behalf of all the children that you have assisted throughout this first year, from the bottom of our hearts THANK YOU.»*

*Martine Brousse, président of La Voix De l'Enfant.*

- **Socio-educational support work**, including school support, provided throughout the year by the Intermède Robinson charity, the training of children in human rights and children's rights by the Korhom charity, and the educational, cultural and sports workshops undertaken by the AFP18 charity.
- **Projects promoting access to health and the prevention of abuse**, with the distribution of newborn kits in maternity units for mothers in need, and the support of sick children through the Dessine-moi un Mouton charity.
- **Leisure activities for children who don't have access**, for example, arranging holidays in Brittany and Normandy with the GPAS and Secours Populaire charities, introduction to music, dance and singing, with Intermèdes Robinson and the Divertimento charity.
- **Emergency work**, with, for example, the distribution of meals in Burkina Faso during the serious drought suffered by that country.



Sport dans la Ville



Sport dans la Ville is the largest charity promoting integration through sport in France. It offers a range of programs to promote the social and occupational integration of young people from priority neighbourhoods and set them on the path towards training and employment, and thus to restore equality of opportunities.

*« Thanks to the support DEMAIN provided in 2019 to 'Sport dans la Ville', we were able to create 5 new centres in disadvantaged neighbourhoods: Lens (62), Saint-Ouen (93), Villefranche-sur-saône (69), La Ricamarie (42) and Marseille (13). The development of these five sites has enabled us to welcome 750 new young people (aged 6 to 20), who are now benefiting from our sports and education programs, as well as our employment programs. »*

*Philippe Oddou, General Manager of Sport dans la Ville*

Sport dans la Ville has four main programs :

- **Sports programs:** 40 sports centres located in the heart of disadvantaged neighbourhoods were created to allow young people aged between 6 and 25 to play football, basketball, dance or tennis every day free of cost.
- **Support programs for young women.** Dedicated to the 1,000 girls who are part of the organisation's reach, this programme supports each one of them in their personal development and occupational integration. Many activities are available to them, such as cultural outings, dedicated sports activities, discovery breaks and encounters with the world of work.

- **Occupational integration programs**, including Job dans la Ville, a 3-year programme designed to help thousands of young people from the age of 15 to succeed in their career choices and occupational integration. 82% of young people enrolled in Job dans la Ville have found access to training or work experience.
- **Discovery programs:** In order to participate actively in the progress and personal development of each child, Sport dans la Ville has created holiday camps and an international exchange programme.

In 2020, DEMAIN donated 350 000 euros to 'Sport dans la Ville' to support the developing programs promoting the empowerment of young women (such as program 'L dans la ville') on existing plots and in newly created sports centres, as well as their professional integration with the program 'Job dans la Ville.'



Démos



Démos (Music & orchestral education with a social vocation) is a cultural democratization project centred on the practice of music in an orchestra. Supported by the Paris Philharmonia, this program integrates young people from disadvantaged backgrounds in actual symphonic orchestras. The training lasts three years and is aimed at young people from 7 to 12 years old who live in areas covered by city policy or rural areas far from institutes which practice music.

In 2020, DEMAIN raised 85 000 euros to support an orchestra over three years and created an entire coaching program:

- **Each child follows 3 to 4 hours of teaching a week** as part of the social structure they usually follow.
- **Each rehearsal is lead by two professional musicians** and a professional in the social field. Personalised timetables for groups of 2 to 3 children allows individual monitoring.
- **Once a month, all groups of children from the same area, meet for an orchestral gathering** at the Paris Philharmonia in the presence of a professional conductor who guides their progression in alliance with the other pedagogues.

At the end of the three years, half of the children choose to continue music at the music academy. The program 'Démos' helps the children to develop their concentration, gives them a taste of hard work, rigour and diligence and above all a sense of teamwork.



### Manger la vie

The organisation 'Manger la vie' helps children affected by a mutation or a deletion of the USP7 gene. In 2020, DEMAINE donated 20 000 euros to the organisation enabling them to support the three following actions:

- Help patients affected by a mutation or deletion of the USP7 gene, financially, physically and morally, so they can lead the most normal life possible despite the disability linked to the illness.
- Support the families of patients who need it.
- Drive forward research for patients affected by a mutation or deletion of the USP7 gene and general rare diseases.

### Endowment Fund Merci

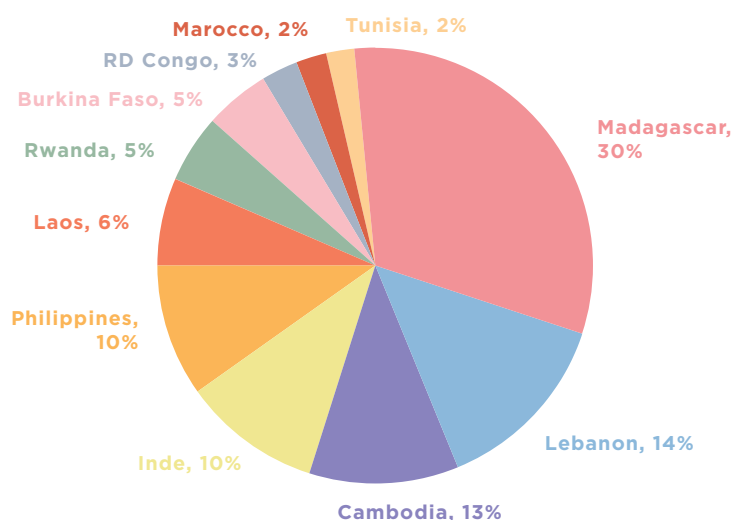
DEMAIN donated €50 000 in 2020 to the endowment fund Merci. This amount is dedicated to the overall financing of school fees for the benefit of more than 300 children who attend one of the educational establishments in the great south-west of Madagascar.

### Agir Pour La Santé Des Femmes

The organization ADSF- Agir pour la Santé des Femmes (act for women's health) aims to improve the care and overall health of vulnerable women in precarious situations through actions that ensure care adapted to their gender and their situation. In 2020, DEMAINE donated 35 000 euros to this organization.

## 3 - DEMAINE IN FRANCE & ABROAD

Thanks to our partner organisations, our solidarity program DEMAINE has also had an impact abroad. More than 232 000 euros have been raised to fund work in developing countries, in which almost a third going to Madagascar. Projects that have been financed support the construction and expansion of schools, the purchasing of school furniture and supplies, or the financing of educational programs. Many of our partner organisations have contributed to these projects, such as 'Double Horizon', 'SOS enfants' or 'ACAPEL' through 'La Voix De L'Enfant.'





#### 4 - THE COMMITMENT OF THE SÉZANE TEAMS

DEMAIN would have never have come to life without the commitment of all the teams at Sézane. Employees have contributed by volunteering on the ground to work alongside the supported organisations. In 2019, nearly 200 hours of voluntary work were carried out with multiple organisations, particularly with 'La Voix de L'Enfant' to organise the preparation of maternity kits. In 2020, these activities couldn't take place because of the context of Covid.

Every team at Sézane has contributed to the growth of DEMAIN in their own way. This includes those who bring to life and communicate The Call of the 21st. Those in the design team who imagine a new solidarity creation every month. The solidarity boutique employees who work relentlessly to sell pieces, from which all proceeds will go to support disadvantaged children. As well as the financial teams at Sézane who scrupulously audit and verify the financial statements of every organisation supported. To everyone involved, we would like to say a massive MERCI.



### III. DEMAIN IN 2021: AN IMPETUS THAT CONTINUES

The great success of these first three years has encouraged us more than ever to continue our efforts in 2021, with new projects and new partners.

#### 1 - A DONATION APPEAL

Even though the figures in 2020 have exceeded our targets, we know that there is still so much more that we can achieve. The current health crisis, which has affected us all, continues to exacerbate the issues and injustices of our society; more than ever, charities need our help to pursue their important work and continue to help those in need.

Therefore, we thought of a simple way to make donating easier: by SMS. From France, you can now text 'DEMAIN' to 9 21 21. Each message allows you to donate €5, which will be added to your monthly phone bill. You can also make a donation of your choice on our secure site [www.demain-demain.com](http://www.demain-demain.com).

Currently, this type of donation can only be made from France in euros, however, more is to come for our international friends.

#### 2 - NEW ACTIONS WITH DEMAIN'S PARTNER ORGANISATIONS AND PROJECTS

In 2020, Agir pour la Santé des Femmes et the endowment fund Merci joined DEMAIN.

Funds collected in 2021 will allow us to increase our collaboration with new projects. Even if we wish to maintain a limited number of partners due to management constraints, we will still continue to meet and support new organisations.

On behalf of **DEMAIN**, thank you.