

# DEMAIN

The word "DEMAIN" is rendered in a colorful, hand-drawn style. Each letter is composed of multiple overlapping strokes in various colors: blue, green, yellow, pink, purple, and red. A small, light pink starburst or flower-like shape is positioned above the letter 'A'.

**2024 ANNUAL REPORT**

# SUMMARY

Morgane's editorial	3
<b>I. INTRODUCTION TO THE DEMAIN SOLIDARITY PROGRAM</b>	<b>4</b>
1.1 The Origins: Choosing to Act	4
1.2 Contributions and Matching Funds	4
1.3 Governance and Program Operations	5
1.3.1 A French, Independent Endowment Fund with Transparent Governance	5
1.3.2 Two <i>Donor Advised Funds</i> in the US and the UK	5
1.3.3 DEMAIN's Selection and Allocation Criteria	6
<b>II. 2024 REPORT &amp; IMPACT</b>	<b>7</b>
2.1 Promise Kept: Growing Impact	7
2.2. Allocation of Funds in 2024	8
2.3. Childhood and Equal Opportunity	9
2.4. Supporting Our Key Partners	10
2.5. Women's Health	13
2.5.1. The Fight Against Breast Cancer	13
2.5.1.1. Alongside Our Key Partners	14
2.5.2. Combating Violence Against Women	17
2.5.3. Alongside Our Key Partner	17
2.6. All Our Other Partners	18
2.7. DEMAIN in France and Internationally	25
2.8. Key Events of 2024	26
2.9. The Engagement of SEZANE and OCTOBRE Employees: At the Heart of DEMAIN's Growth	28
<b>III. DEMAIN IN 2025: OUTLOOK</b>	<b>29</b>
3.1. Strengthening Existing Support	29
3.2. Expanding Solidarity Projects in 2025	29
3.3. Expanding the Scope of DEMAIN's International Outreach	30
3.3. Expanding DEMAIN's Resources	30
<b>THANK YOU FOR YESTERDAY, TODAY, AND TOMORROW</b>	<b>30</b>

Morgane's  
EDITORIAL

'I have always placed human connections at the heart of my approach. This belief led to the creation of the DEMAIN solidarity program. It was born in 2018 out of a desire to reach out to those for whom life is more challenging, with the firm conviction that each small action, when added together, can ultimately achieve great things. And that, to bring about change, the best way is simply to start somewhere!

So that tomorrow allows everyone to grow, dream, learn, hope, play, move forward, try, and flourish...The DEMAIN solidarity program supports numerous associations that work toward access to health, education, culture, and recreation. We share a privileged relationship of trust with these organizations: we commit to supporting them in the long term and allowing them to allocate funds where they are truly needed.

For the past seven years, thanks to our partners on the ground, we have been able to support hundreds of projects and impact thousands of children, teenagers, and adults worldwide.

But while these numbers have surpassed our expectations, there is still a long way to go. In the years to come, we will go even further, providing more resources and visibility to our partner organizations while expanding our reach worldwide.

Every awareness raised, every action taken, every message shared matters—not just to hope for a better tomorrow, but to build it today and every day. Thank you a thousand times over for yesterday, today, and in advance, for TOMORROW.'

*Morgane Sézatory - Founder of DEMAIN*

# I. INTRODUCTION TO THE DEMAIN SOLIDARITY PROGRAM

## 1.1 The Origins: Choosing to Act

On January 21, 2018, Morgane Sézalory, founder of the fashion brand Sézane, launched DEMAIN, a solidarity program to support associations in France and worldwide, working concretely to improve access to health, education, culture, and equal opportunity.

By the end of 2024, seven years after its launch, DEMAIN had redistributed €9.7 million to approximately thirty partner organizations and supported nearly 80,000 beneficiaries through more than 500 concrete actions.

## 1.2 Contributions and Matching Funds

The fashion brands Sézane and Octobre Editions, the primary sponsors of DEMAIN, implement several initiatives throughout the year to support the solidarity program:

### **The Call of the 21<sup>st</sup>**

On the 21<sup>st</sup> of each month, all proceeds from a Solidarity Creation and 10 % of the day's sales are donated to DEMAIN to support organizations working for children and equal opportunity.

### **Pink Wednesdays**

On the first Wednesday of each month, all proceeds from a Pink Creation, along with 10% of sales from the 'Sézane Denim' line, are donated to the DEMAIN solidarity program and allocated to organizations supporting women's physical and mental health.

### **Micro-Giving**

Customers of Sézane and Octobre can add a microdonation to their purchases, in-store or online, to support DEMAIN.

### **Solidarity Events and Collaborations**

Sézane regularly organizes solidarity events and collaborations with artists or friendly brands, donating all proceeds generated to the DEMAIN program.

### **Skill-Based Volunteering**

In addition to direct funding of the program, Sézane and Octobre Editions enable their employees to engage with DEMAIN and its partner organizations during work hours, offering non-financial support through their expertise in various fields such as technology, logistics, finance, administration, and communication.

These ongoing and sustainable initiatives reflect the genuine commitment of Sézane and Octobre to a fairer society.

Finally, the DEMAIN solidarity program is authorized to appeal to public generosity and, as such, can also receive unrestricted donations and bequests from private contributors via its website donation form.

## 1.3 Governance and Program Operations

DEMAIN supports associations that ensure children's access to their fundamental rights and work to improve women's physical and mental health. By funding innovative initiatives capable of addressing present and future challenges, DEMAIN is committed to reducing inequalities, promoting equitable access to resources, opportunities, and healthcare, and building a fairer and more inclusive society. The DEMAIN solidarity program is composed of several entities.

### 1.3.1 A Transparent & Independent French Endowment Fund

**A board of directors** made up of volunteer members who meet several times a year to define the fund's strategy and major orientations. It includes:

- Ms. Morgane SÉZALORY, President.
- Mr. Sébastien ESCUDERO, Vice President and Treasurer.
- Mr. Majide BELKACEM, Board member.

**An Investment Advisory Committee** that provides guidance on financial decisions and defines funding priorities. Composed of seven volunteer experts from the philanthropic, nonprofit, foundation, and civil society sectors, this committee enhances perspectives and strengthens the program's impact. Meeting once a year, it provides essential external insight.

**A salaried general director** is responsible for managing the solidarity program, selecting associations, allocating funds, monitoring, and measuring impact. The management team regularly convenes partner organizations to review fund allocations and assess supported actions.

DEMAIN's annual accounts are prepared by **an accounting firm** (ENDRIX) and **certified by an auditor** (MAZARS).

### 1.3.2 Two *Donor Advised Funds* in the US and the UK

These two funds are hosted by *Charities Aid Foundation* (CAF), a charitable organization operating in the United Kingdom, the United States, and Canada. As an expert in philanthropy, CAF provides fund management services and advisory support to donors and charitable organizations. This structure enables DEMAIN to support American and British associations working in fields such as health, education, and more. This collaboration ensures efficient and transparent distribution of funds toward critical causes, thereby strengthening the impact of the DEMAIN solidarity program on an international scale.

In the US, DEMAIN operates as a *Donor Advised Fund* administered by CAF America, an American organization registered under EIN 43-1634280.

In the UK, DEMAIN is a *Donor Advised Fund* administered by CAF, a British organization registered under number 268369.



This structure reflects our ongoing commitment to transparency, independence, operational efficiency, and the involvement of diverse stakeholders in the governance of the DEMAINE program.

### 1.3.3 DEMAINE's Selection and Allocation Criteria

Each association is rigorously selected based on several criteria:

- Area(s) of intervention,
- Operations,
- Governance,
- Financial health,
- Impact measurement(s).

In our selection process, we encourage transparency and collaboration, fostering exchanges with both association leaders and field operators to stay as close as possible to the realities of the teams and beneficiaries. We also pay particular attention to innovative structures, their understanding of DEMAINE's mission, and their ability to address future challenges.

DEMAINE has established several general allocation rules that, while flexible, guide its actions, including:

- **Long-term support.** Projects focused on children and equal opportunity require long-term efforts to create systemic change. That is why we commit to our partner associations over time. Some of our longest-standing partnerships are automatically renewable with no set expiration date.
- **Significant funding for a limited number of partners.** To ensure a privileged relationship is maintained with each association, DEMAINE has

chosen to work with a limited number of partners and provide them with substantial resources. The average donation in 2024 was approximately €145,000. Each year, priority is given to existing partners to strengthen their allocated support and help them grow sustainably.

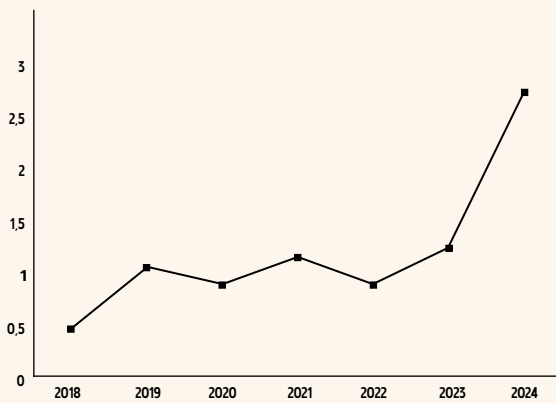
- **Controlled dependency risk.** The amount granted by DEMAINE does not exceed 20% of the association's annual budget.
- **Unrestricted funds.** While all partner associations undergo rigorous audits, DEMAINE ensures they have full flexibility to allocate funds according to their needs. This allows them to sustain ongoing projects, innovate with experimental initiatives, or respond to unexpected challenges. However, unrestricted funding does not eliminate the need for reporting. DEMAINE systematically requests from supported organizations:
  - ↳ **Beforehand**, how they intend to use the funds and how this will meet their objectives for the final beneficiaries.
  - ↳ **Afterward**, how the funds were utilized, the concrete actions carried out, and the achieved results.

## II. 2024 REPORT & IMPACT

### 2.1. Promise Kept: Growing Impact

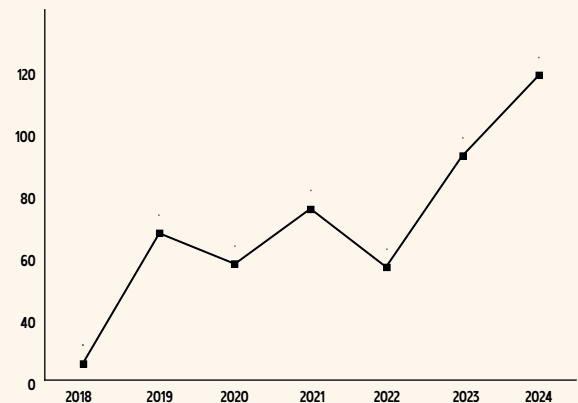
Since its inception, DEMAIN has been committed to ensuring access to essential needs such as health, education, culture, and leisure. With €9.7M redistributed since 2018, the program has impacted over 80,000 beneficiaries in France and abroad, thanks to 540 concrete initiatives led by approximately thirty partner organizations.

TOTAL FUNDS ALLOCATED (€)



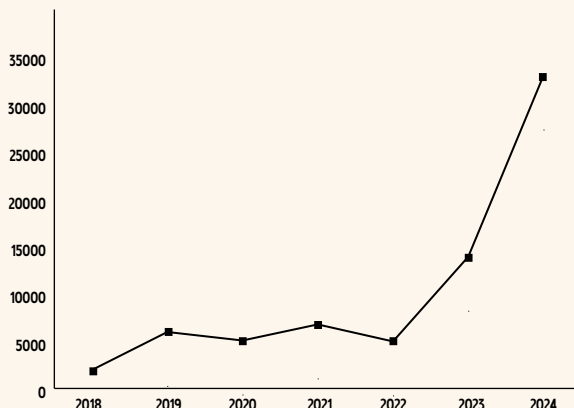
TOTAL : €9,7M

NUMBER OF PROJECTS FUNDED



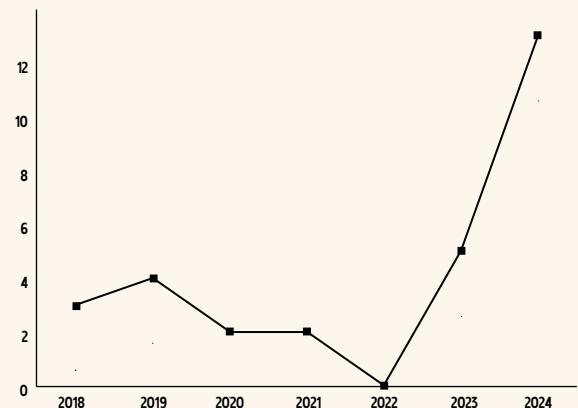
TOTAL : 540

NUMBER OF BENEFICIARIES SUPPORTED



TOTAL : 80 000

NUMBER OF UNIQUE ORGANIZATIONS SUPPORTED



TOTAL : 30

In 2024 alone, €3,155,734 was allocated to 22 partner organizations, supporting 125 projects and benefiting 34,127 people.

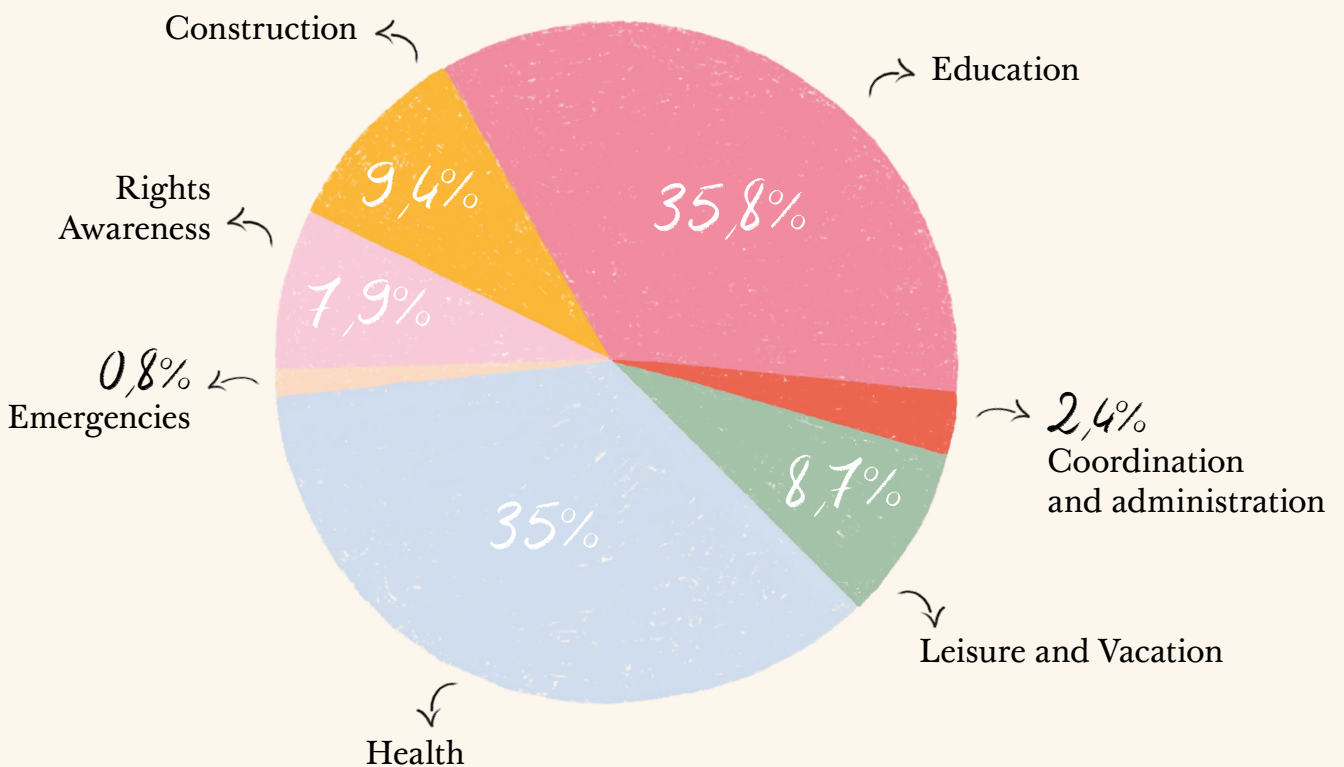
## 2.2. Allocation of Funds in 2024

The fund distribution, illustrated in the accompanying graphic, highlights the program's priorities:

- **Fields of intervention:** Health, fundamental rights, education, and recreation.
- **Project types:** Operations and coordination, construction and infrastructure, as well as emergency actions.

This review reflects DEMAIN's ongoing commitment to maximizing its impact and responding effectively to the needs expressed by beneficiaries and partner organizations.

### BREAKDOWN OF ALLOCATED FUNDS *in 2024*





## 2.3. Childhood and Equal Opportunity

Every child deserves to discover the world, learn at their own pace, and dream without limits. Supporting education and equal opportunity means building the foundations of a better tomorrow, today, alongside field partners.

With **70% of allocated funds**—amounting to €2,235,130 in 2024—directed toward associations committed to children's fundamental rights, DEMAIN reaffirms its goal of ensuring equitable access to educational and cultural opportunities.

Key areas of intervention include:

- **Education:** Enabling all children to learn and grow in environments that foster their development.
- **Culture and recreation:** Opening new horizons through enriching activities that nurture creativity and critical thinking.
- **Access to healthcare:** Ensuring every child has optimal health to support their well-being.
- **Building self-confidence:** Helping each child feel they belong and find their place.

These initiatives demonstrate the significant impact of DEMAIN in empowering children to achieve their dreams and envision a brighter future.

## 2.4. Supporting Our Key Partners



*La Voix de l'Enfant*

*La Voix de l'Enfant* is a federation dedicated to listening to and defending children in distress, wherever they may be. For over 40 years, its president, Martine Brousse, has worked to improve the daily lives of vulnerable children through local initiatives.

**Situation:** One in five children in France lives below the poverty line and struggles to access fundamental rights.

**DEMAIN Support in 2024:** €523,000

### Key Achievements:

In 2024, DEMAIN supported 41 member associations, reaching more than 15,000 beneficiaries in France and globally. Some examples of funded projects include:

- **Educational and Social Support:** Providing informal schooling for Afghan girls denied access to education and offering online training for teachers working in informal classes, in partnership with *Afrane*.
- **Raising Awareness of Fundamental Rights:** Financing 100 educational workshops in schools and after-school programs to promote children's rights

and combat violence (abuse, bullying, cyberviolence, and online child exploitation) through the association *Cameleon*.

- **Healthcare Access:** Funding 170 musical interventions across seven hospitals in the South of France, helping to alleviate the physical and psychological suffering of 676 hospitalized children, led by the association PHONAMBULE.
- **Leisure and Vacation Activities:** Supporting cultural and recreational outings, including circus and theater performances, laser game activities, visits to *La Tête dans les Nuages* play space and libraries, as well as soccer, ecology, and IT workshops organized by *L'Académie de Football Paris 18 (AFP18)*.
- **Emergency Relief:** Responding to humanitarian crises, including assistance in Vietnam during Typhoon Yagi in collaboration with *Sourires d'Enfants* and in Lebanon through partners such as *Service de l'Enfant au Foyer (SEF)*, *ACAPEL*, and *SESOBEL*.

For more information:

<https://www.lavoixdelenfant.org/>



*"Throughout the past year, you have brought life and smiles back to thousands of children. These are not just words. I meet these children, who, thanks to you, discover music, the sea, and new horizons. Many have caught up in their education and can now envision a future. These opportunities provided to children, since the beginning of this wonderful journey with DEMAIN, are real and have given them conditions worthy of their fundamental rights as children. On behalf of all the children you have supported, from the bottom of my heart, THANK YOU."*

Martine Brousse, President of La Voix De l'Enfant.

Since 2007, *Libraries Without Borders* has promoted access to culture and quality education for disadvantaged children and young people in France and abroad.

**Situation:** About 15% of students in France, particularly non-native speakers and those in precarious situations, struggle to access suitable educational resources.

**DEMAIN Support in 2024: €158,800**

**Key Achievements:**

- **Micro-libraries:** 104 micro-libraries deployed across metropolitan France and overseas territories (DROM-COM).
- **My Book Bag:** Over 15,000 book bags distributed to 3,200 newly arrived children enrolled in French schools.



- **The @thletes of Information:** Raising awareness among young people (300 participants in six months) on media literacy, misinformation, and fact-checking, with a particular focus on girls.

For more information:

<https://www.bibliosansfrontieres.org/>



*"I learned how to determine whether information found online is false or true. Now, I have new habits when watching videos on the internet, for example. I'd love to attend more workshops!"*

Dania, 12 years old.





## *Sport dans la Ville*

*Sport dans la Ville* promotes social and professional inclusion for young people from priority neighborhoods through sports.

**Situation:** Girls aged 11 to 14 participate in sports half as much as boys. Among them, 40% report lacking self-confidence, and 74% do not consider careers in technical or scientific fields.

**DEMAIN support in 2024: €400,000**

### **Key Achievements:**

- In 2024, the association expanded its impact by opening a new campus in Île-de-France, now supporting 3,000 young people with a dedicated space for education through sports.



*"What has changed is my self-image. Before, I was very introverted. Thanks to L dans la Ville, I have become more outgoing."*

Joyce 17 years old.

Specially designed for young girls, the *L dans la Ville* program enhances access to sports, builds self-confidence, and helps participants integrate into the professional world. This program breaks gender stereotypes and promotes inclusivity.

**Impact :** Thanks to *L dans la Ville*, 2 530 young girls participated in 2024. Among them:

- 80% practice sports at least once a week.
- 73% feel better about their bodies.
- 85% of former participants are now employed or in training.

For more information:

<https://www.sportdanslaville.com/>



## 2.5. Women's Health

In 2024, DEMAINE dedicated 30% of its funds, totaling €920,578 to supporting vulnerable women, helping them overcome challenges with dignity and resilience. This commitment focuses on two main areas.

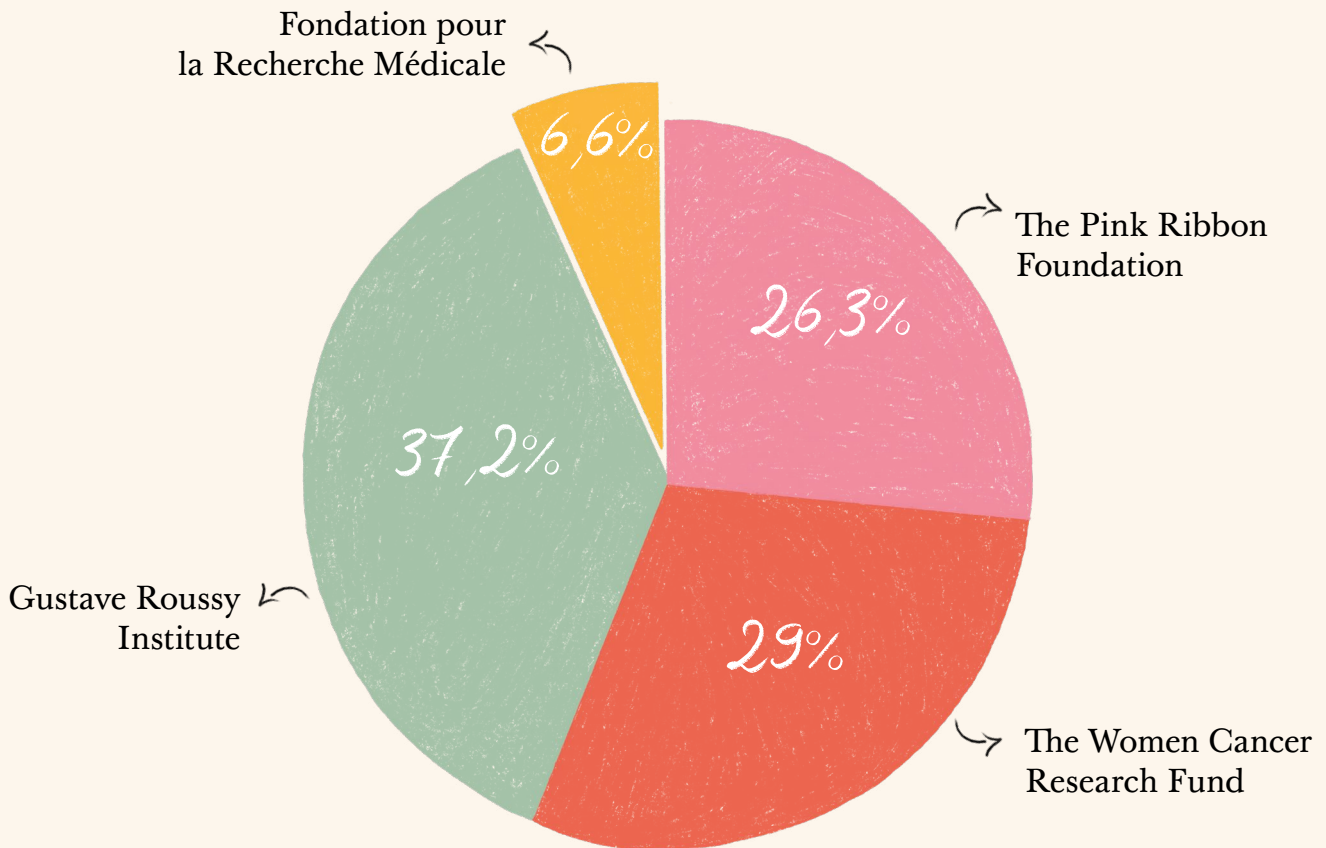
### 2.5.1. The Fight Against Breast Cancer

Alongside key stakeholders, DEMAINE is actively working to advance breast cancer research with several priorities:

- Advancing fundamental research to better understand the disease and develop innovative treatments.
- Raising public awareness of the importance of early detection.
- Improving patient care through tailored treatment programs.

### SEZANE AND DEMAINE COMMIT TO MEDICAL RESEARCH

*Since 2018, more than €2M has been allocated to four key organizations*



### 2.5.1.1. Alongside Our Key Partners

These initiatives are carried out in collaboration with three leading institutions:



Gustave Roussy is Europe's leading cancer research institute, combining patient care, research, and education. A multidisciplinary team, including oncologists, project managers, and researchers, supports these clinical trials.

**Situation:** Breast cancer affects one in eight women in France and is the most common cancer among women. Nearly 90% of those diagnosed survive. Among its types, triple-negative breast cancer represents about 15% of cases, characterized by greater aggressiveness and limited treatment options.

**DEMAIN Support in 2024: €150,000**

**Key Achievements:** DEMAIN contributed to the development of the COMPASS-TNBC program, dedicated to evaluating therapeutic strategies for patients with metastatic triple-negative breast cancer.

- Funding salaries for researchers, clinical project managers, and oncologists involved in developing new treatment protocols.
- Inclusion of three patients in the COMPASS-TNBC program.

For more information : <https://www.gustaveroussy.fr/>







## *The women's cancer research fund (WCRF)* a program of The Breast Cancer Research Foundation (BCRF)

*The Women's Cancer Research Fund* supports breast cancer prevention and research by funding innovative studies.

**Situation:** Breast cancer is the most common cancer among women worldwide, with 2.3 million new cases and approximately 670,000 deaths in 2022 (source: WHO). These numbers highlight the importance of early detection, prevention, and access to treatment.

**DEMAIN Support in 2024: €369,909**

### **Key Achievements:**

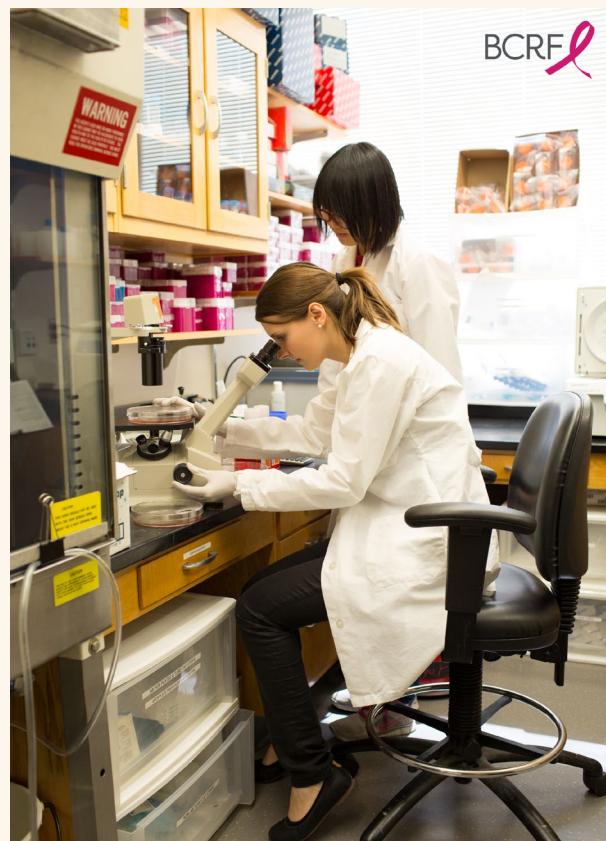
In 2024, *The Women's Cancer Research Fund* financed 275 researchers and published 17 studies.

- **Targeted treatments:** New tests and medications improve treatment for complex breast cancer forms, such as HER2-positive and triple-negative cases.
- **Innovated diagnostics:** Researchers are developing a new liquid biopsy technique to detect cancer at all stages with a simple blood test.
- **New medications:** A treatment is in development for metastatic breast cancers with specific genetic mutations, providing new options for patients.

**Impact:** Breast cancer-related deaths have decreased by 40% due to advancements in research. HER2-positive breast cancer, representing 20% of cases, has particularly benefited from groundbreaking treatments in recent years.

For more information:

<https://www.bcrf.org/womens-cancer-research-fund/>



The organization supports breast cancer prevention and treatment through grants to projects in the United Kingdom and underprivileged European countries.

**DEMAIN Support in 2024: €240,669**

**Key Achievements:**

- Strengthened educational campaigns to raise awareness about screening and prevention.
- Funded 70 projects in the UK and 25 projects in 15 European countries, including:
  - ↳ Care kits for women undergoing breast cancer treatment.
  - ↳ Specialist counseling for hair loss.
  - ↳ Various therapies such as reflexology and massage.
  - ↳ Breast cancer awareness campaigns targeting underserved groups.
  - ↳ Nutritional guidance for patients undergoing treatment.

For more information: <https://www.pinkribbonfoundation.org.uk/>



### 2.5.2. Combating Violence Against Women

In addition, DEMAIN is committed to fighting violence against women, particularly domestic violence, in collaboration with the *Fédération Nationale Solidarité Femmes*, which supports and protects victims daily.

In 2024, over 3,000 emergency or permanent shelter places were provided for vulnerable women, representing 50% of the available spaces for female victims of violence in France.

### 2.5.3. Alongside Our Key Partner



The *Fédération Nationale Solidarité Femmes (FNSF)* fights against violence against women and their children by providing listening services, shelter, and support toward autonomy.

#### **Situation:**

- 99% of callers to the 3919 helpline are women.
- 21,000 children are victims of domestic violence each year in France.
- The number of calls has doubled in three years.

**DEMAIN Support in 2024: €150,000**

#### **Key Achievements:**

- Emergency shelter for women victims of violence and their children.
- Advocacy and exhibitions on the impact of domestic violence on children.
- Collection and dissemination of survivor testimonies to build a collective memory.

For more information: <https://solidaritefemmes.org/>

## 2.6. All Our Other Partners



**Mission:** Provide free music education to children aged 7 to 12 from priority neighborhoods or rural areas.

**Situation:** Children from priority neighborhoods and isolated rural areas face economic, social, and geographic barriers to accessing music education.

**DEMAIN Support in 2024:** €150,000

### Key Achievements:

- In 2024, 45 Démos orchestras were active in France, including 13 in rural areas. Two new orchestras were created.
- Six orchestras were awarded the Démos Network label, gaining greater autonomy.
- International collaborations strengthened the exchange of musical practices, notably with Brazil and Cameroon.

**Impact:** Since 2010, over **12,000 young people** have benefited from the Démos program, improving concentration, discipline, and self-confidence through music. **50%** continue practicing an instrument after the program.

For more information: <https://demos.philharmoniedeparis.fr/>



*"After two years of group music practice, children's memory, cognitive flexibility, autonomy, and empathy developed five times faster. The ability to stay in rhythm, synchronize, and imitate others reflects their ability to adopt perspectives and show empathy."*

— Professor Donald Glowinski, researcher at CISA and director of the *EmoDémos* project.





*Young Women's Trust*

**Mission:** Supporting young women in difficulty to strengthen their autonomy and professional confidence.

**Situation:** In 2024, 53% of young women in England and Wales reported experiencing workplace discrimination - a record high. Additionally, only 63% of young women feel optimistic about their professional future, compared to 70% of young men, and 64% say their hopes for the future have declined over the past year. Among the young women supported by the organization, 45% report mental health issues, and 15% experience domestic violence.

**DEMAIN support in 2024:** €197,873

### **Key Achievements:**

Since April 2024, *Young Women's Trust* has supported 2 282 young women, including 1,639 through one-on-one coaching sessions and 1,384 through personalized CV support. The pilot program *Power Hours* has also helped 176 participants build professional networks and develop practical skills.

### **Impact in 2024 :**

- 64% found a job or training opportunity through the program.
- 62% improved their self-confidence.

For more information: <https://www.youngwomenstrust.org/>



*"My coach gave me excellent advice and encouraged me to take clear and concrete steps to achieve my goals. I am certain this organization will continue to inspire and support countless young women in pursuing their professional aspirations."*

- Niamh

**Mission:** Provide psychological, social, and legal assistance to children and adolescents in danger.

**Situation:** In 2024, 43% of cases handled involved mental health issues, with a rise in suicidal behaviors.

**DEMAIN Support in 2024:** €50,000

**Key Achievements:** Strengthening the resources allocated to Spain's free national child protection helpline.

**Impact in 2024:**

- 250,000 requests for help processed between January and October 2024.
- 5,700 emergency interventions to protect children in critical situations.

For more information: <https://www.anar.org/>



*"I called twice, and they really helped me.  
They spent two hours talking to me."*

- Testimonial from a teenager





**Mission:** Supporting children in Germany facing extreme poverty by providing inclusive and safe educational spaces through Kinderhaus after-school care centers (Kinderhaus).

**Observation:** In Germany, 2.1 million children—14% of those under 18—are at risk of poverty. Children from disadvantaged backgrounds have limited access to educational, artistic, and social opportunities.

**DEMAIN support in 2024: €150,000**

### Key achievements:

- **Access to safe spaces for vulnerable children:** 13 children's homes provided refuge and support to approximately 10,000 children across Germany, including 2,174 directly supported by DEMAIN.
- **Educational and artistic projects:** Initiatives such as the annual theater project, which involved 40 participants aged 6 to 57, helped children develop



expression and collaboration skills. All performances were fully booked.

- **National recognition:** The Retterherzen project won the KIKA Award in the "Engagement" category, highlighting the impact of children's homes in fostering social cohesion.
- **Strengthening children's rights:** Initiatives like the launch of a children's rights poster for nurseries and an illustrated educational video have raised awareness among children and educators about the rights outlined in the UN Convention on the Rights of the Child.

**Impact:** Nearly 70,000 children benefited from Kinderhaus activities in 2024, fostering autonomy and confidence.



*"When I come to the children's center, I feel less stressed. It helps me. I love acting in plays. I was so proud during our performance."*

- Cléo, 8 years old.

**Mission:** Support children and young adults with autism through adapted structures, educational programs, and training to promote inclusion and well-being.

**Situation:** 700,000 people in France have autism spectrum disorders, including 100,000 under 20 years old.

**DEMAIN Support in 2024:** €63,211

**Key Achievements:** Development of adapted facilities and production of online training for parents and caregivers.

**Impact in 2024:**

- **340 children, adolescents, and young adults** supported across **30 specialized institutions**.
- **240 professionals trained** to improve care quality and foster inclusion.

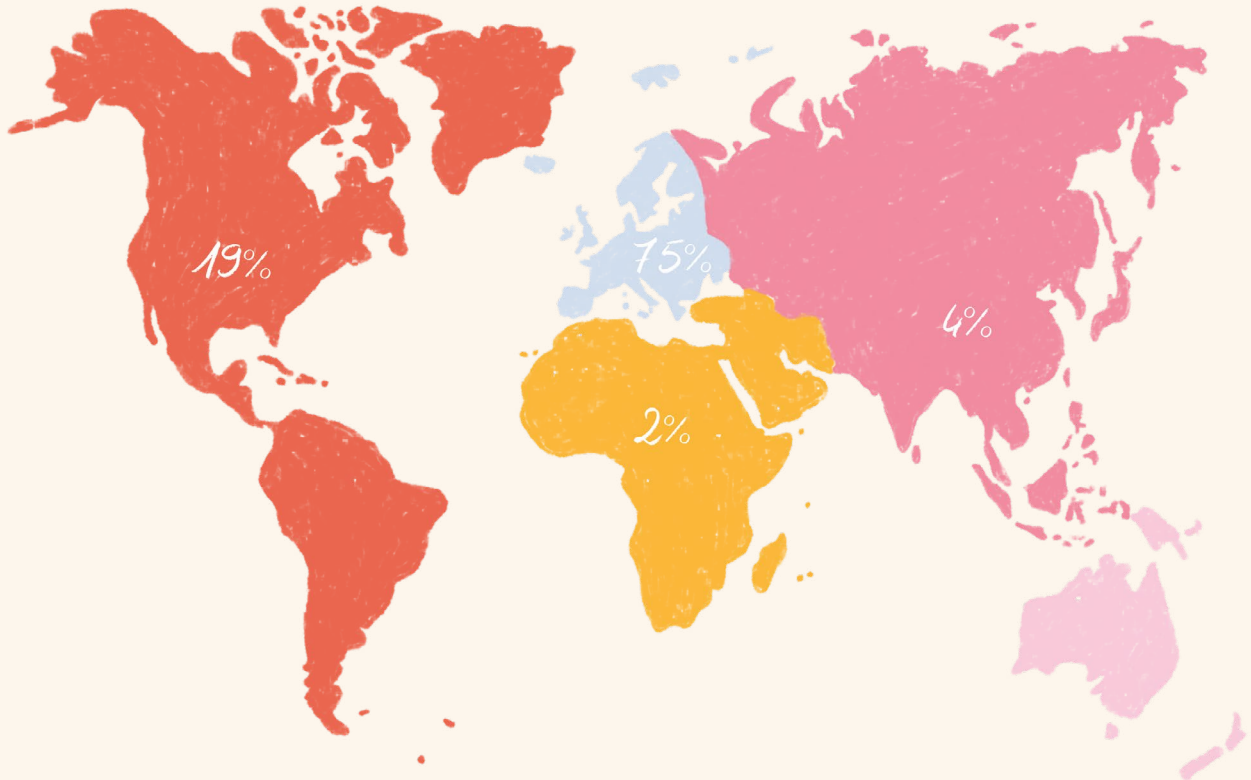
For more information: <https://www.agir-vivre-autisme.org/>



ASSOCIATIONS	COUNTRY	2024 CONTRIBUTION	ISSUE/ CHALLENGE	KEY ACHIEVEMENTS	IMPACT
<b>Libraries Without Borders</b> <a href="http://www.librarieswithoutborders.us/">www.librarieswithoutborders.us/</a>	USA	€231,743	In the U.S., children from low-income families have fewer opportunities to access quality higher education. Public school funding varies greatly by district.	Increased accessibility to public libraries for children and families through local partnerships: <ul style="list-style-type: none"> <li>Created library access points in five schools.</li> <li>Provided books, technology, and services (literacy, legal aid, training).</li> </ul>	10,000 children and families benefited. Strengthened partnerships between schools, libraries, and communities.
<b>Fondation pour la Recherche Médicale</b> <a href="http://www.frn.org/fr">www.frn.org/fr</a>	FRANCE	€150,000	1 in 5 French citizens is affected by mental illness and psychiatric disorders. 75% of psychiatric illnesses begin before the age of 25.	Funded mental health research. Strengthened research into psychiatric disorders, advancing treatment options and mental health support.	In 2024, the FRM supported 27 mental health projects with €4M in funding.
<b>Fondation Ardouvin</b> <a href="http://www.fondation-ardouvin.org/">www.fondation-ardouvin.org/</a>	FRANCE	€70,000	In the last 10 years, child welfare services in France have seen a 46% increase in the number of minors under care. This has led to a critical shortage of foster care structures, with an estimated need for 5,000 to 9,000 additional places, often in outdated or unsuitable facilities.	Renovation and construction of children's homes.	A facility for children aged 1-4 was renovated, and a new one is set to open in 2025, increasing capacity by 6 places.  Improved living conditions and educational facilities, directly benefiting children and staff.
<b>L'Albero della Vita</b> <a href="http://www.alberodellavita.org/">www.alberodellavita.org/</a>	ITALIE	€50,000	In Italy, 1.3 million children (13.8%) live in absolute poverty.	The <i>Varcare La Soglia</i> program provides: <ul style="list-style-type: none"> <li>Weekly educational workshops for children with scientific, digital, and cultural activities.</li> <li>Family support: parental counseling, training, and material aid.</li> </ul>	6,751 direct beneficiaries, including 2,020 supported by DEMAINE in Milan, Perugia, and Catanzaro. Increased school participation and strengthened intergenerational relationships.
<b>Téléma</b>	FRANCE	€10,000	Nearly 5 million children in France do not go on vacation due to their parents' financial constraints. In low-income households, 56% of children never travel.	A sports and educational trip to the U.S. for 9 young basketball players (including one with a disability and his mother).	A transformative experience combining sports coaching, cultural immersion, language learning, and personal development, opening new perspectives and changing life trajectories.
<b>Des Jeunes et des Lettres</b> <a href="https://jeunes-lettres.org/">https://jeunes-lettres.org/</a>	FRANCE	€10,000	70% of young people in France do not have access to live performances outside of school.	A <i>Springboard for the Future</i> is a three-year cultural and educational program for high school students from underprivileged backgrounds, integrating live performances, critical analysis, career discovery, and skill development. <ul style="list-style-type: none"> <li>13 performances attended at the Avignon Festival.</li> <li>44 performance reviews written and shared with theaters and on social media.</li> </ul>	103 direct beneficiaries, including 30 supported by DEMAINE. 100% high school graduation rate, with 70% experiencing live performances for the first time.  On average, every year, 2-3 alumni get involved in team projects.  <i>"My relationship with theater has transformed. As the plays progressed, I developed a critical and personal mindset. I discovered artists, had discussions with my peers, and made great memories. This association showed us that, whether good or bad, each play gives us something to reflect on."</i> - Léa

ASSOCIATIONS	COUNTRY	2024 CONTRIBUTION	ISSUE/ CHALLENGE	KEY ACHIEVEMENTS	IMPACT
<b>Modafusion Casa93</b>	FRANCE	€10,000	Dropout rate at the start of training: 60% are looking for employment, 15% are registered with a local mission.	Eco-responsible training and educational orientation programs dedicated to the cultural and creative industries for NEET youth (Not in Education, Employment, or Training).	<ul style="list-style-type: none"> <li>Attendance rate for the programs: 85%</li> <li>Dropout rate during the training: 5%</li> <li>Percentage of participants reporting an improvement in their self-esteem after completing the training: 95%</li> </ul>
<b>Chrysalide</b> <a href="http://www.association-chrysalide.com/">www.association-chrysalide.com/</a>	FRANCE	€10,000	In France, 15% of children have a neurodevelopmental disorder, and this figure is steadily increasing.	Development of collective actions and projects to contribute to the flourishing and inclusion of children with disabilities and their families.	With 283 children supported and 180 members, the association ensures access to fundamental rights, culture, and appropriate care.
<b>Italionne</b>	FRANCE	€10,000	Psychological violence is often invisible but severely impacts the mental health of its victims.	The educational program <i>Dévorante</i> , includes theater performances and debates for middle school students on the topic of violence against women.	350 middle and high school students were made aware of the issue. 1 performance and debate received positive feedback from students, teachers, and parents.
<b>Los Angeles Ballet</b> <a href="http://www.losangelesballet.org/a-chance-to-dance">www.losangelesballet.org/a-chance-to-dance</a>	USA	€503	70% of the participants had never attended a live performance.	The educational program <i>A Chance to Dance</i> allows disadvantaged children to discover and practice classical dance for free.	120 children participated in the program, developing creativity and self-confidence.

## 2.7. DEMAIN in France and Internationally



Since its creation, DEMAIN has expanded its solidarity efforts internationally. Each partner association works closely within its community to meet local needs. Projects funded in Asia and Africa are systematically coordinated with *La Voix de l'Enfant (LVDE)*, a nationally recognized federation known for its role as a trusted intermediary. *LVDE* facilitates the implementation of initiatives in collaboration with local associations, ensuring an in-depth understanding of on-the-ground realities and effective cooperation with regional stakeholders. This approach guarantees the relevance, sustainability, and impact of each action, ensuring that the support provided truly benefits the populations concerned.



## 2.8. Key Events of 2024

The year 2024 was marked by inspiring events in support of the DEMAÏN solidarity program.

### Martin Le Pape: A Skipper Committed to a Better Future

One of the key initiatives of the DEMAÏN program was the partnership with Martin Le Pape, a renowned French sailor.

Thanks to this partnership, young people from the association *La Voix de l'Enfant* discovered the maritime world and had their first sailing experience alongside Martin. This immersive journey, combining sport and adventure, gave them an unforgettable experience, bringing to life the impact of DEMAÏN's actions.

By proudly wearing DEMAÏN's colors during his races, Martin also provided valuable visibility for the program, while carrying a strong message of solidarity and commitment throughout his competitions.



*"Sailing under the colors of the DEMAÏN program gives deep meaning to my projects. It is much more than a sporting adventure—it is a commitment to the values of solidarity that are close to my heart. Taking children on board was an unforgettable experience. Their amazed expressions and thirst for discovery reminded me of the importance of sharing my passion and broadening their horizons. The sea is a school of life, and I want it to inspire them as much as it carries me."*



## The DEMAINE Live Magazine: A Must-Attend Event

Among the year's highlights, the DEMAINE *Live Magazine* became a highly anticipated solidarity gathering. Hosted in prestigious venues such as the *Théâtre des Champs-Élysées*, this unique event blends journalism, personal testimonies, and artistic performances to raise public awareness of social issues and encourage reflection on major causes.

Two editions were offered: one for children (ages 7-12), featuring playful, creative, and interactive stories, and another for adults, addressing key themes supported by DEMAINE, such as equal opportunities and the fight against violence against women.



Thanks to Sézane, DEMAINE's main patron, who covered the event's organization and donated all proceeds, the *Live Magazine* gathered over 3,000 spectators and allowed 220 beneficiaries both adults and children from partner associations to take part in this meaningful experience.



## 2.9. The Engagement of SEZANE and OCTOBRE Employees: At the Heart of DEMAINE's Growth

The commitment of the Sézane and Octobre teams is the driving force behind the growth and success of DEMAINE. More than just support, their involvement translates into volunteer work and skills-based volunteering, providing expertise in communication, finance, legal matters, design, logistics, and development to benefit the DEMAINE program.

In 2024, more than **220 Sézane and Octobre employees** participated in solidarity projects, contributing nearly **1,000 hours** of engagement. This collective effort has amplified the impact of DEMAINE's initiatives across numerous partner associations.

### A Commitment in Many Forms:

- **Creation of Solidarity Products:** On the 1<sup>st</sup> Wednesday and the 21<sup>st</sup> of each month, unique products are designed, crafted, and sold, leveraging the expertise and skills of the teams. The goal is to support essential causes and ensure the sustainability of fundraising efforts.
- **Skills-Based Volunteering:** Various missions have been carried out to meet the concrete needs of partner associations: decorating a sailboat to help children experience sailing, redesigning the premises of *Agir et Vivre l'Autisme*, creating murals in a children's hospital, and revamping communication materials to professionalize partner organizations.

- **Solidarity Workshops:** These moments of exchange and collaboration have enabled the realization of local actions, such as hosting interns to promote equal opportunities, sorting books for *Bibliothèques Sans Frontières*, and removing labels from clothing to redistribute them to nonprofits.
- **Unifying Events:** From *Live Magazine* and participation in sporting events like the *Odyssea Race* to the football tournament organized by *Sport dans la Ville* at Clairefontaine, these gatherings have strengthened bonds while raising awareness among employees about the key causes supported by the DEMAINE program.

### Product Donations:

In 2024, DEMAINE shipped **267 boxes** of Sézane and Octobre products (clothing, books, gifts, etc.), totaling **4,104 kg**, to around fifteen beneficiary associations. These donations directly supported women in vulnerable situations, people facing extreme hardship, and Parisian hospitals.

Thanks to these contributions, the associations were able to provide concrete and immediate assistance to those most in need, further strengthening their impact on a daily basis.



267 cartons



4,104 kg



15 associations

For their dedication in the field, their boundless creativity, and their unwavering commitment, we extend a huge THANK YOU. Their engagement brings meaningful and hopeful projects to life.



## III. DEMAÏN IN 2025: OUTLOOK

### 3.1. Strengthening Existing Support

In 2025, DEMAÏN reaffirms its commitment to its existing nonprofit partners, aiming to enhance the impact of the projects it funds. In a world increasingly affected by multiple crises—political instability, the erosion of fundamental rights, growing inequalities, and climate change—women and children remain the most vulnerable.

Across the globe, nonprofit organizations must navigate a challenging political and socio-economic landscape, making long-term and structured support more essential than ever. Recognizing that issues affecting children require sustained action, DEMAÏN prioritizes the continuity and reinforcement of existing initiatives.

By focusing on long-term engagement, DEMAÏN strengthens its partnerships and directly addresses the needs of women and children, ensuring lasting impact and contributing to a fairer future.

### 3.2. Expanding Solidarity Projects in 2025

The year 2025 promises to be rich in solidarity and artistic initiatives.

A major event is already in the works: an exceptional evening at the Olympia. This creative and committed gathering will be a key moment, bringing together the entire solidarity ecosystem donors, sponsors, beneficiaries, and nonprofit employees in an iconic venue.

#### 2025 : Sézane and Octobre's Commitment to DEMAÏN's Nonprofit Partners

- **Internships for Exploration and Growth:** Sézane and Octobre will welcome young people from DEMAÏN's partner organizations to introduce them to a wide range of professions. Designed by in-house teams, this high-quality internship program offers full immersion in various fields, including design, production, quality, photography, marketing, communication, finance, and logistics. A true stepping stone to broaden their professional horizons.
- **A Tailor-Made Workshop for Women Survivors of Violence:** In January, a "Self-Image" day will be organized by the Image and Human Resources teams in partnership with the Flora Tristan center. The event will include beauty sessions, wardrobe advice, a professional photoshoot, and an HR workshop to support women on their path to professional reintegration.
- **Empowering Young Women:** In February, the Communication team will host a workshop for young girls from Sport dans la Ville, helping them build confidence and develop their potential in a professional setting.
- **Bringing Children's Dreams to Life on Stage:** The Petit Sézane team will support a nonprofit dedicated to underprivileged children by designing costumes, allowing them to take the stage and turn their dreams into reality.

And this is just the beginning—many more solidarity projects will take shape throughout the year with DEMAÏN!

### 3.3. Expanding the Scope of DEMAIN's International Outreach

Strengthened by international partnerships established in 2024, the DEMAIN solidarity program aims to further extend its global reach. It seeks to solidify its presence in the United States, where the creation of the *Donor Advised Fund* opens new avenues for resource mobilization and impactful project support. This model, deeply embedded in American philanthropic culture, allows for the development of strategic partnerships and enhances our collective ability to address future challenges.

### 3.4. Expanding DEMAIN's Resources

To support its growing ambitions, DEMAIN is committed to diversifying and expanding its resources. With the support of Sézane, new innovative solidarity products and initiatives will emerge, complemented by charity events, unique collaborations, and awareness campaigns aimed at strengthening fundraising efforts.

## THANK YOU FOR YESTERDAY, TODAY, AND TOMORROW

In the years to come, DEMAIN aims to go even further by strengthening the resources and visibility provided to its partner associations, both in France and internationally.

Above all, we wish to express our deepest gratitude to the associations that work every day with courage to bring about greater social justice. Their dedication is the driving force behind our actions. We also extend our thanks to the Sézane teams, the committed employees, the artists who stand by our side, and our donors, whose small gestures, particularly through micro-giving, lead to great achievements. Every act of awareness, every action taken, and every effort to spread the message matters—not only to hope for better tomorrows but to build them today and every day.

For more information, visit: [www.demain-demain.com](http://www.demain-demain.com)  
For inquiries, contact: [demain.appeldu21@gmail.com](mailto:demain.appeldu21@gmail.com)