

DEMAIN

ANNUAL REPORT 2022

On January 21st, 2018, the philanthropic program DEMAINE was launched to support concrete actions in favor of access to education, culture and equal opportunities. After 12 ‘calls of the 21st’ and solidarity creations, we surpassed our objective of raising one million euros in the first year.

5 years later, at the end of 2022, more than €5 million had been raised and 30,000 children had benefited from the program through numerous partner associations.

This report reviews those last 12 months of action and shares the 2023 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 our relationships with our suppliers, teams and customers, and those whose prospects are unfairly limited. This inspired the creation of DEMAIN in 2018 (financed by Sézane and, further down the line, Octobre). 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 realization that great things can be achieved through small yet cumulative actions.”

Morgane Sézalory

For the past five years, the DEMAIN solidarity program has supported concrete initiatives to help children access fundamental rights, education, culture and, more broadly, equal opportunities.

2 - ACTIONS TO FINANCE AND SUPPORT DEMAIN

Sézane and Octobre have set up concrete actions to finance the solidarity program DEMAIN.

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

2 - Solidarity creations: a new design is created monthly, with all proceeds going to DEMAIN.

3 - The DEMAIN tote bag: a DEMAIN tote bag is available for sale on the Sézane website and at boutiques in exchange for a donation. All profits from the bag are donated to the philanthropic program.

4 - The solidarity gallery: consists of one-off or limited-edition pieces sold on the Sézane website. All profits are donated to DEMAIN.

The DEMAIN endowment fund is authorized to appeal to the public's generosity and can also receive donations and bequests from private contributors.

3 - THE DEMAIN ENDOWMENT FUND

To ensure the proper management of the funds raised by Sézane and Octobre and the legal independence of the solidarity program, Morgane Sézalory created the DEMAIN endowment fund. It is responsible for redistributing funds to partner associations, conducting initial audits of associations and monitoring & measuring the impact of their actions. The annual accounts for the 2022 financial year of the DEMAIN Endowment Fund were completed by the accounting firm ENDRIX and certified by MAZARS - the auditors who ensure the sound financial management of the fund.

The Board of Directors is made up of three people:

- The President - Morgane Sézalory
- The Vice-President and Treasurer - Sébastien Escudero
- The Secretary - Dominique Bordes

The fund meets with its partner associations every quarter to establish progress reports and determine funding priorities. The fund has set itself several general allocation rules which, while remaining flexible, guide its activities, including:

- An annual budget defined with each association and then paid quarterly (unless there is a general interest to the contrary).
- 90% of projects are defined in agreement with the association - the remaining 10% is left in the hands of the association to deal with emergencies.
- Two-thirds of the funding is allocated to structural projects (school construction, educational support, etc.), and one-third to excursions and events.

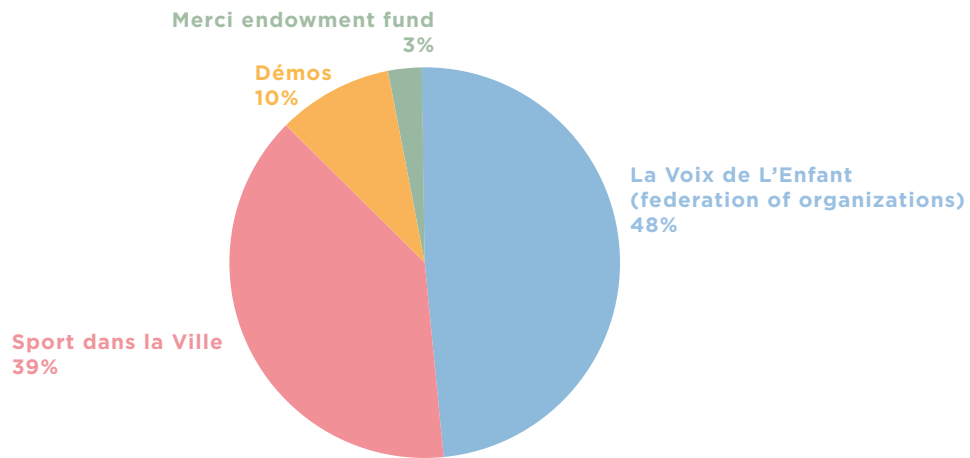
The DEMAIN endowment fund is a long-term project set up for an indefinite period.

II. FULL-YEAR 2022 REPORTING

1 - PROMISES KEPT - MORE THAN A MILLION EUROS RAISED IN A YEAR

In 2022, DEMAINE raised more than €1 million thanks to its main sponsors, Sézane and Octobre. The amount of donations collected via the 'appeal to public generosity' came to €5,480. These funds have enabled DEMAINE to support four leading associations. *La Voix de l'Enfant* and *Sport de la Ville*, which DEMAINE has supported for five years, received €500,000 and €400,000 of funding, respectively in 2022. The remainder was allocated to two associations that joined the DEMAINE program in 2019 and 2020: *Démos* (€100,000) and the *Merci endowment fund* (€30,000).

Breakdown of funds allocated in 2022, by association:



2 - PARTNER ORGANISATIONS AND PROJECTS SUPPORTED BY DEMAINE

La Voix De l'Enfant



La Voix De l'Enfant is a federation of organizations whose aim is to listen to and defend any child in distress, wherever and wherever they may be. Since the beginning, DEMAINE has worked closely with *La Voix De l'Enfant* and its president Martine Brousse. Over the past 40 years, they have proven that small local actions can and must change things.

Receiving 500,000 euros of funding in 2022, *La Voix De l'Enfant* has supported fifty associations that are members of the federation - helping more than 40,000 children directly and indirectly through various projects and initiatives.

"Know that throughout the past year, you have revived the lives and put a smile on the face of thousands of children. These are not empty words. Thanks to you, I've met these children who have discovered music, the sea and new horizons. Many have now caught up in school and can look forward to the future. This 'second chance' you have offered these children through DEMAINE is genuine and provides them with living conditions that reflect their rights as children. On behalf of all the children you have assisted, from the bottom of our hearts, THANK YOU."

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

Some of the initiatives supported by DEMAINE include:

- **Socio-educational support work**, including building and renovating schools in Ethiopia, Benin and Laos; providing education to disadvantaged children in the Philippines with the charity *Alouette*. In France: educational support provided by *Intermède Robinson*; schooling disadvantaged children in Mayotte with *Village d'Eva*; raising awareness of disabilities in schools with *Rencontres Jeunes & Handicaps*; and educational, cultural and sports workshops provided by the *AFP18* charity.
- **Projects promoting access to health and preventing abuse**, such as preventing sexual violence and human trafficking with *Enfance Partenariat Vietnam* and *Alliance Anti-Trafic*. In France: raising awareness of child abuse in schools with the charity *Il faudra leur dire*; distributing first-aid kits in maternity wards to underprivileged mothers with the charity *Dessine-moi un mouton*; supporting sick children with the charity *Tête en l'Air*.
- **Leisure activities for children who don't have access** include magical days with *Double Horizon*, outings and holidays with *Maison de Sagesse* and music for children in hospital with the charity *Phonambule*.
- **Emergency work**, for example, food distributions in Afghanistan and emergency aid in Haiti for children living on the streets.



Find out more: <https://www.lavoixdelenfant.org/>

Sport dans la Ville



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

Sport dans la Ville has four main programs:

- **Sports programs:** 60 sports centers located in the heart of disadvantaged neighborhoods were created to allow young people aged between 6 and 25 to play football, basketball, dance or tennis every day free of charge. They can also discover Olympic sports with introductory courses.
- **Discovery programs:** To actively participate in each child's progress and personal development, *Sport dans la Ville* created holiday camps and an international exchange program.
- **Two occupational integration programs:**
 - 1 - *Job dans la Ville* - designed to help 2,000 young people, from the age of 15 years old, to succeed in their careers. 91% of young people were in work at the end of the program (studying, training or working), a rate 25 points higher than the average for young people in disadvantaged neighborhoods in the same age bracket.
 - 2 - *Entrepreneurs dans la Ville* - a 3-year program to help 150 young adults from disadvantaged neighborhoods set up their businesses. 91% of the businesses set up are still in business after three years (compared to an average of 77% in disadvantaged neighborhoods).

- **A program to promote gender equality in sports and the professional world:** *L dans la Ville* encourages young girls to take up sports, develops their self-confidence and leadership skills, and promotes their integration into the world of work. Particularly by deconstructing gender stereotypes and reinforcing equality and co-education between the young girls and boys registered with the association.

In 2022, DEMAIN donated 400,000 euros to *Sport dans la Ville* to support, among other things, the development of initiatives to promote the empowerment and integration of 2,500 young girls (via the *L dans la Ville* program) in existing areas and new sports centers.

In agreement with DEMAIN, the association also used part of the funds allocated to complete the construction of its new Holiday and Training Centre on the Domaine de Chabotte in the Drôme region of France. In 2022 (the first year the center was running), *Sport dans la Ville* organized four 10-day holiday camps for almost 400 children.

“Sport dans la Ville is a support program designed to make the dreams of young people from disadvantaged neighborhoods come true. The tremendous support of DEMAIN has enabled us to speed up two projects that are particularly close to our hearts: unlocking the potential of 2,500 young girls through our L dans la Ville program and taking 400 young people on holiday to discover our magnificent holiday center in the Drôme region to recharge their batteries and make happy memories before the start of the new school year. Thank you for your strong and invaluable commitment to all the young people involved in Sport dans la Ville”.

Philippe Oddou, Managing Director of Sport dans la Ville.



Find out more: <https://www.sportdanslaville.com/>

Démos



Démos (Music & orchestral education with a social vocation) is a cultural democratization project centered on music practice in an orchestra. Supported by the Philharmonie de Paris, this program integrates young people from disadvantaged backgrounds into symphonic orchestras. The training lasts three years and is aimed at young people aged between 7 to 12 years old who live in areas classified as QPVs (priority neighborhoods) or rural areas far from institutes which practice music.

In 2022, DEMAIN donated 100,000 euros to support a full *Démos* orchestra of 105 children. DEMAIN also supports *Démos*' work to promote equality and the place of women in the world of classical music.

Démos are based on intensive learning and collective teaching methods that encourage enjoyment, social interaction and musicality:

- Each child follows 3 to 4 hours of weekly teaching as part of their social structure.
- Each rehearsal is led by two musical professionals (musicians, choirmasters, dancers) and a social worker.
- Once a month, groups of children from the same area meet for an orchestral session at the Philharmonie de Paris with a professional conductor who guides their progression in alliance with the other teaching staff.
- A grand concert is organized at the end of the season at the Philharmonie de Paris or an iconic venue in their region.

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

“These Children aged 7 to 14 are lent instruments, take them home with pride, and three years later, are playing at the Philharmonie de Paris on the same stage as some of the best professional musicians – they are becoming citizens for life”.

Nicolas Dufourcq, Chief Executive Officer of Bpifrance and Chairman of Cercle Démos.



Pour en savoir plus : <https://demos.philharmoniedeparis.fr/>

Merci endowment fund



In 2022 DEMAIN donated €30,000 to the *Merci endowment fund*. This was used to provide schooling to 200 children in the southwest of Madagascar, including a daily canteen and access to extra-curricular educational activities.

Since its creation, the *Merci Fund* has been working to help women, men, and children build a future for themselves by improving their living conditions, particularly in the educational, social, health, economic and cultural fields. The *Merci Fund* chose to work in Madagascar because, according to the International Monetary Fund, it is the 5th poorest country in the world. In the region of Tuléar, in the south-west of the country, the *Merci Endowment Fund* and its long-standing partner, the *Abc Domino association*, contribute each year to providing schooling to 3,500 children from primary to secondary school.



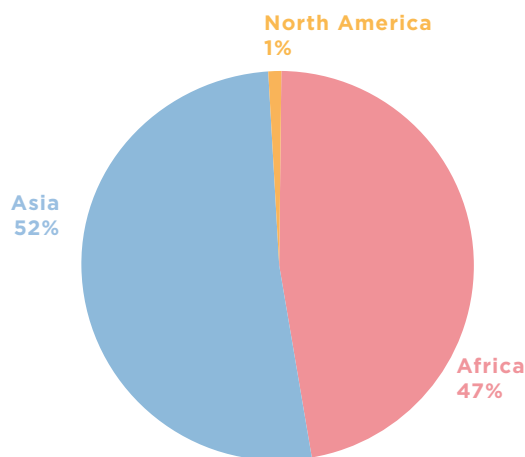
Find out more: <https://fondsdedotationmerci.org/>

3 - DEMAIN IN FRANCE AND ABROAD

Thanks to its partner associations, DEMAIN has been able to act in France and abroad. More than 200,000 euros has been donated to projects in developing countries (more than 20% of the Fund's total endowment).

The projects that have been funded involve structural actions such as building and enlarging schools, purchasing furniture and school supplies, and funding educational programs, as well as emergency missions such as those in Haiti and Afghanistan. Several of our partner associations have contributed to these projects, such as *Actions & Développement*, *H.E.L.P.*, *Sourires d'enfants*, *Toutes à l'école...* through *La Voix De l'Enfant*.

Breakdown of international funding by continent:



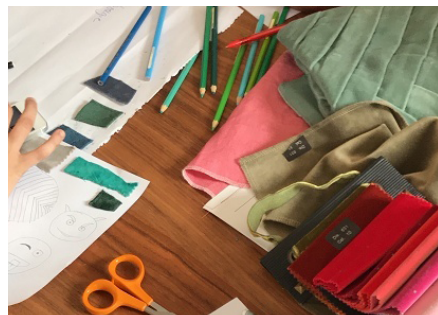
List of countries of operation

- Afghanistan
- Benin
- Burkina Faso
- Cambodia
- Ethiopia
- Haiti
- India
- Laos
- Lebanon
- Madagascar
- Palestine
- Philippines
- Democratic Republic of Congo
- Rwanda
- Senegal
- Tibet
- Tunisia
- Vietnam

4 - THE COMMITMENT OF THE SÉZANE AND OCTOBRE TEAMS

DEMAIN would not have been able to come to life without the commitment of the Sézane and Octobre teams, who are involved voluntarily in the management of DEMAIN alongside the associations to monitor the various projects supported.

The teams' commitment also means keeping the DEMAIN collection alive and growing every day by consistently relaying the call of the 21st. It's the commitment of the creative teams, who create a new solidarity product every month. And the Sézane financial teams, who scrupulously audit and control every line of the financial statements of the associations they support. We would also like to say a very big THANK YOU to them.



III. DEMAINE IN 2023: AN IMPETUS THAT CONTINUES.

Building on the success of its first five years, in 2023, DEMAINE enters a new phase of development, marked by three key areas:

1 - STRENGTHENING THE PROJECTS SUPPORTED

Although we have exceeded our fundraising targets over the past five years, we still have a long way to go. With the social crisis we are going through, associations need more resources and visibility to continue their work. DEMAINE is committed to working alongside them in the long term to help them support children throughout their development.

2 - SUPPORTING THE NEW PARTNER ASSOCIATIONS OF DEMAINE

DEMAINE wishes to continue diversifying its partners, to be able to support a greater number of projects and a greater number of children. While we wish to maintain a limited number of partners due to management constraints, we will continue to meet and support new associations, particularly by developing European associative projects.

3 - INCREASING THE FUND'S RESOURCES DEMAINE

These ambitions will only be possible if fundraising increases. The DEMAINE Fund wants to develop new solidarity-based products and creations and share its efforts to increase fundraising in France and internationally. In 2023, major events will be organized to benefit DEMAINE so that it can support even more associations and maximize its social impact.

On behalf of **DEMAINE** thank you.

To find out more, visit: <https://www.demain-demain.com/en>

To get in touch, write to us at: demain.appeldu21@gmail.com