

# DEMAIN

ANNUAL REPORT ON THE 'DEMAIN'  
PHILANTHROPIC PROGRAM  
FOR THE YEAR 2018

On January 21 2018, Sézane launched its DEMAINE philanthropic program to support concrete actions in favour of access to education and culture, and the fight for equal opportunities. One year later, our initial target of raising one million euros has been exceeded and more than 17,000 children have already benefited from the program. This reports reviews those twelve months of action and shares our vision for DEMAINE in 2019 with you.

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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 - FOUR ACTIONS TO FINANCE DEMAIN

In 2018, we set up four 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 - La Boutique Solidaire:** our charity shop in Paris - is an unprecedented hub for collecting and recycling, receiving donations, and supporting socially inclusive workshops. At the store, we resell Sézane products left over from photo shoots, our own test fittings, products that have been slightly damaged during transport, and your own items that you have been kind enough to donate. All profits are donated to DEMAIN.

**4 - 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

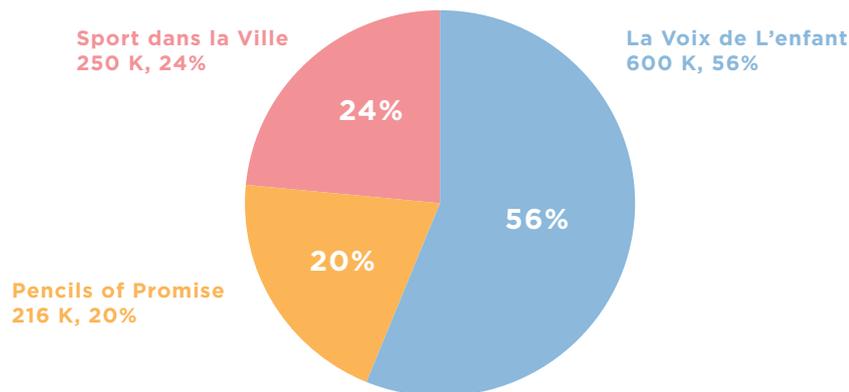
Since March 14th 2018, DEMAIN has been an independent endowment fund. It is exclusively dedicated to the allocation and supervision of donations collected by Sézane, and its operation is provided exclusively by volunteers. The sound management of the fund itself and funds collected is controlled by an 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.
- 60% of projects financed in France and 40% internationally.
- 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 2018 BALANCE SHEET

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

In just one year, and thanks to you, our teams and the tremendous momentum of DEMAIN, **we were able to collect 1.2 million euros**, 200,000 euros more than the initial target. With these funds, we have supported three partner organisations (La Voix De l'Enfant, Sport dans la Ville and Pencils of Promise) who work to promote access to education and culture, as well as the struggle for equal opportunities. Of the 1.2 million euros collected in 2018, 1,066,000 euros have already been donated to DEMAIN's three partner organisations:



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

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, wherever and whenever they may be. Since the very beginning of DEMAIN, we have been working closely with La Voix De l'Enfant and its president Martine Brousse. In 2018, we are proud to have been able to raise 600,000 euros for La Voix de l'Enfant, to have already supported 22 of the member organisations of the federation, **and thus given more than 17,000 children the benefit of concrete actions.**

*« 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 DEMAIN, 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.

Pour plus de détails sur les actions soutenues par DEMAIN avec La Voix De l'Enfant, nous vous invitons à vous reporter au bilan narratif établi par cette dernière en annexe.



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 2018, we were able to bring about the creation of 4 new centres in disadvantaged neighbourhoods in Roubaix (59), Bobigny (93), Chambéry (73) and Saint-Etienne. (42). These four site creations have enabled us to welcome over 600 new young people (aged 6 to 20), who are now benefiting from our sports, education and training and employment programs. »*

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

- **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 organisations 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. En 2018, DEMAIN a versé 250 000 euros pour soutenir Sport dans la Ville. Un rapport complet sera établi pour présenter et mesurer les projets financés.



Pencils of Promise



Pencils of Promise is an American charity that works in developing countries to promote access to education. The missions carried out by the charity involve three main types of work:

- **The construction of schools** allowing each child to study in a secure environment with decent hygiene conditions (access to electricity, sanitary infrastructure and adaptation of the space for people with reduced mobility).
- **The training and support of teachers** to ensure quality education for all students.
- **Distribution of furniture** (chairs and desks) as well as school supplies.

In 2018, 216,000 euros were collected for Pencils of Promise, thanks to DEMAIN. This sum will enable **the provision of quality education to more than 1,954 students in Ghana, Guatemala and Laos** (128,000 euros), as well as **the construction of a school in Ghana** (88,000 euros) to 540 students.

« We're honored to be partnered with the revolutionary Sezane brand for this groundbreaking partnership. Through the brand's incredible contribution to Pencils of Promise, thousands of children will be granted access to quality education. Thousands of children will now have the opportunity to write their own future. Sezane's philanthropic focus is a model that will spark change throughout the world, and inspire other company's to do the same. »

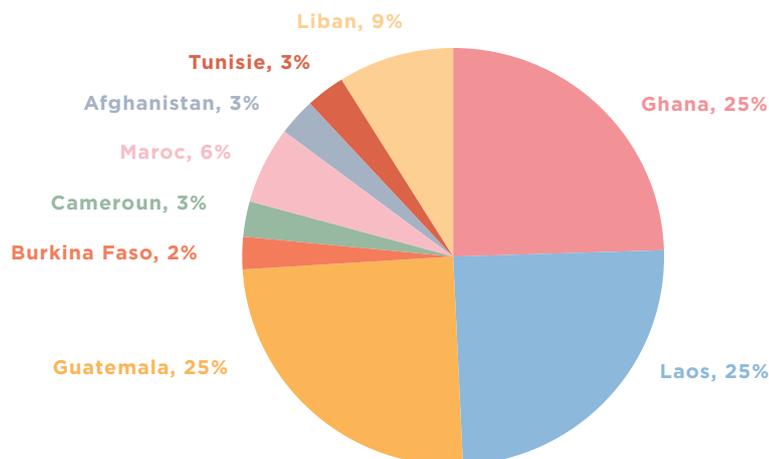
*Tanya Ramos, CEO of Pencils of Promise*



### 3 - TAKING ACTION NEAR AND FAR: DEMAIN IN FRANCE AND ABROAD

Thanks to the partner organisations, our solidarity programme undertakes work internationally with 26% of the funds collected. In total, more than 300,000 euros were donated to fund work in developing countries, 74% of which was in Ghana, Laos and Guatemala. Projects that have been funded involve two types of work:

- Structural work such as the construction and enlargement of schools, the purchase of furniture and school supplies, and the financing of educational programmes. Several of our partner organisations have contributed to these projects, such as Double Horizon, SOS Enfants and ACAPEL through Pencils of Promise and La Voix De l'Enfant.
- Emergency work to deal with natural disasters, such as in Laos, for example, with the Sourires d'Enfants charity that took care of the repair of buildings and food supply; in Tunisia, with the purchase of furniture for childcare facilities after severe floods; and in Burkina Faso with the distribution of meals during the period of serious drought.



#### 4 - TIME AND ACTION: THE COMMITMENT OF THE SÉZANE TEAMS

Sézane's employees have also contributed to the growth of the DEMAÏN program by volunteering on the ground to work alongside the organisations that we support. In 2018, nearly 200 hours of voluntary work were carried out with multiple organisations. Among the voluntary work carried out, the Double Horizon charity organised five workshops, on careers in fashion, with Sézane's style and production teams for about sixty secondary school students, in order to pass on their passion for their chosen profession.



### III. DEMAÏN IN 2019: AN IMPETUS THAT CONTINUES

The first year of the DEMAÏN solidarity program has opened up more opportunities for thousands of children. Our greatest wish is to continue this momentum in 2019 with new projects and new partners.

#### 1 - THE FAMILY OF CONTRIBUTORS IS GROWING

In 2019, our menswear brand October Éditions is joining the family of contributors to grow the ambitions of DEMAÏN. October Éditions will respond to the 'Call of the 21st' appeals where 10% of profits on the 21st day of every month are donated. It will also offer a solidarity creation each month, the entire profits from which will be donated to DEMAÏN.

#### 2 - NEW ACTIONS WITH OUR PARTNER ORGANISATIONS

During the year 2018, the two charities Sport dans la Ville and Pencils of Promise joined us. The funds raised in 2019 will allow us to deepen our collaboration with new projects, in the same way as with La Voix De l'Enfant. Expanding DEMAÏN is important to us, and our goal is to invite new partner organisations into our program.

#### 3 - LA MAISON DEMAÏN

In 2019, along with La Voix De l'Enfant DEMAÏN is supporting the renovation of a house in the Charente region of France, dedicated to the reception of vulnerable refugee mothers and their children. DEMAÏN has allocated an initial amount of 130,000 euros for the renovation of this house which will get off the ground as soon as possible to welcome two mothers and their children in the summer of 2019. DEMAÏN will support them in their occupational and social integration, the schooling of the children as well as in all administrative and medical procedures.

We are bursting with ideas, wishes and dreams for DEMAÏN. We will be sharing these ideas throughout the year, so do please send us your suggestions for ways to grow DEMAÏN.

On behalf of **DEMAÏN**, thank you.