

Tape à l'Œil Foundation

ACTIVITY REPORT 2016



Contact: fondation@t-a-o.com

THE ENERGY IN SHARING

THE POWER OF OPTIMISM

DOING AND MOVING AHEAD TOGETHER



The Foundation's vocation is to support projects as experienced by employees and aimed at children and young adults in fragile situations, in France and internationally. It is to be open and to share in the experience of collective inclusion into our ecosystem.



"We want our Foundation to support the generosity of our teams with concrete actions that benefit children throughout the world"



Develop children's well-being



Develop their confidence and make them smile



Reveal their talents

The Tape à l'Œil Foundation in 2016



Number of actions
conducted

20



Number of engaged
employees

170



Number of children who
benefitted

4,347



Number of partner
associations

11





Vêtements du Cœur



Since 2013, The Tape à l'Œil Foundation has partnered with Les Restos du Cœur for their operation, Les Vêtements du Cœur

Principle: based on the distribution center and the beneficiaries, ahead of time we prepare packs of 2 articles of clothing per child taking size and need into account.

In 2016, **5 employees** distributed **over 400 outfits** in the Restos du Cœur Center in Hem (59)

*"Vêtement du Cœur in Hem by the
Audit/Management Control team
#sharing
#reactivity
Thanks to each of you for your
generosity"*

Nicolas





Warsaw Fashion Street

Tape à l'Œil is present in Poland since 2013, with 10 stores.

In 2016, the Polish teams wanted to materialize their desire to invest in the Foundation.

The teams paired up with **Warsaw Fashion Street**, an event that takes place every year for the past 11 years, for the benefit of an association.



The employees' children **walked the show dressed in Tape à l'Œil**, and the Foundation was able to give the **Przyjaciółka** association a check for 6000 PLN. An amount dedicated to the rehabilitation treatment and equipment for Sébastien, to help him **recover proper motor abilities**.



"We had the pleasure of organizing the TAO fashion show during Warsaw Fashion Street! Our children walked the show with Polish stars: actresses, journalists, etc. Through the Colour Your Life Foundation, we were able to help a 19 year old boy who's been in a coma for 2 years. Here are a few pictures "

Paulina



The Banque Alimentaire

Principle: Since 2013, TAO teams have joined up with all the volunteers for the 2-day food drive. They also support middle school students who participate in the drive.



"Hello. On Friday morning, Arnaud and I had the pleasure of participating in the food drive for the Banque Alimentaire in Englos. A very pleasant moment as every year!"

Eric

"Live from Auchan Englos for the Banque Alimentaire, Damien and his boys Axel and Paul"

"A nice family moment, thanks guys!"

Marie



Banques Alimentaires

"A big THANKS to all for your precious help, your smiles, enthusiasm and motivation. Thanks to you, this year we collected 11 tons of food at the Auchan food store in Englos. In terms of volume, this represents 24 palettes and 1150 cartons; we did a little better than last year (10.5 tons) Please pass along these good results to your children, your colleagues, and spouses who come in greater numbers, and who come back, and that makes us happy We would like to remind you that the national food drive for the Banque Alimentaire is always the last weekend in November, so we'll see you next year!"

The organizers of the Banque Alimentaire drive in Auchan Englos

The actions



Creative Workshops

Since 2011, the Tape à l'Œil Foundation has partnered with **Home des Flandres** in Tourcoing. It's a center that houses up to twenty children placed in foster care by a family judge. The idea is to **share simple healthy moments with them** in a child/adult relationship that in their past, in their voyage, has the tendency to be rather complicated

Principle: 1 afternoon during each week of school vacation, creative workshops or outings are organized for children who don't go on vacation, who don't go home.

With particular attention to creations that they can use to decorate their room in the center.

"Hello everyone, only a few hours left before our 2nd workshop!!! Fun, laughs, and lots of enjoyment!!!"

Dominique



"A big thank you to Dominique, Marion, Victoria, Mathilda, Guillaume, Charlotte and Marie, the organizing team for this super workshop!! Everything was TOPS... and the children were thrilled when they left!>"

Laurie

The actions



Rêves de Gosses Arial Tour

The association **Les Chevaliers du Ciel** has a vocation to help people accept the difference **between** “extraordinary” and “ordinary” children, through their operation, Rêves de Gosse (A Kid's Dreams) Every year, in several cities, the children are reunited with respect and tolerance, around a teaching project that concludes with **an introduction to flight**.

Tape à l'Œil is set up at every leg to offer children the chance to be the star of the day with a fun and quirky photo stand!



- 9 legs
- 27 planes including 1 TAO plane
- 30 hours of preparation
- 10 days to tour France
- 30 employees mobilized
- 1,500 children who benefit



“The Lille leg of Rêves de Gosse was tops under scheduled sunshine. Thank you to the team for this successful afternoon with the TAO Stand and photo shoots with desired effects for our Original Kids. We hope you have as much fun as we did today in Mureaux and the other stops. ;)”

Guillaume

“Last leg in Toulouse!!! Despite rain at the beginning of the day, a very sunny afternoon!!! A fantastic moment!!!! Thank you TAO!!!”

Sylvie

After an extremely positive assessment with the association, the Tape à l'Œil Foundation has recommitted for the 2017 tour!





Rêve Bleu

An entire country's commitment: Belgium

In 2015, the Tape à l'Œil teams in Belgium mobilized personally for Margaux, a young girl with an orphan disease who comes to the store regularly. By way of the Foundation, Margaux, who's passionate about fashion, was invited to the Tape à l'Œil fashion show, and the teams attended the support dinner organized by Rêve Bleu.

Created in 1997, by 4 specialized nurses, the association's goal is to **take children with orphan diseases or serious illness out of their painful every day.**

In 2016, direct contact was made with the association and its directors, with the **desire to support the association and all the beneficiaries.**

The Tape à l'Œil Foundation finances two **respite trips** organized by Rêve Bleu



"This year, we had the opportunity to participate in the activities (supper, BBQ, etc.) and to offer children under medical care trips for the "rêve bleu" (blue dream) thanks to your foundation #coloryourlife ! This foundation aims to make dreams come true for children despite their chronic diseases, cancers and different infirmities. They organize trips for the children who discover new cultural and/or fun horizons. #Loveandshare #tapealoeil #taobelgium #alltogether #revebleu #thanksthem Thanks TAO! »

Nivelles store

The actions



Amitié Partage



Principle: For the 3rd year, Tape à l'Œil employees are invited to help the volunteers of the Amitié Partage association prepare St Nicolas Day.

On the agenda: **sorting, cleaning, wrapping and setting up the toys!**

The volunteers have their heart set on offering presents to children who don't have any. They attach great importance to wrapping the gifts well, that the "merchandise" is attractive, that the room is pretty, and that each child has the possibility to "choose" something that will make him/her happy. Beyond the children's gifts, the desire **to offer a little dignity to families in difficult situations** can be felt.



"We have exceeded the limit of 200 wrapped toys!! And all with great laughs, generosity and connecting of HR and baby boy and boy stylists! #happymoment!! »

Barbara

"Annual appointment with Amitié Partage to wrap up presents for the children and make it a magical moment! »

Gaëlle





Noël Heureux Race

Principle: after a first employee initiative in 2015, the project was extended for 2016, to participate in the race for the benefit of the association **Noël Heureux avec eux**.

A **toy drive** was organized in Central Services in order to give them to the association on the day of the race. The Foundation financed the race fees and committed to donate 1€ per kilometer covered by the TAO team!



17 Tape à l'Œil employees **took up the challenge** with 13 of their loved ones to cover a total of **240 kilometers!**



"A hearty thank you to those who ran/walked Noël Heureux. There were about thirty of us (tao+family+friends) and we ran, walked and toasted well!

We even received a magnificent awards cup for our commitment ;)

And all for the benefit of the Noël Heureux Association that helps children of the Nord in difficult situations.

See you next year ;)"

Evelyne

The actions



Noël pour Tous

Principle: for the 2nd year, all the teams in the Nantes region mobilized for the benefit of the Noël pour Tous association. From mid-October to mid-November, the stores in the region collect toys in the stores, a nice way of **bringing teams and customers together** in this project.



The store teams then participated in a big day of cleaning and preparing the gift packages **with the association volunteers** before distribution to disadvantaged families in Nantes.

“A Nantes region mobilized this Wednesday, November 23, for the association, “Noël pour Tous”: a beautiful toy drive in our stores during a month. A total of thirty cartons were collected!! Clients very engaged in our drive for games. Active today with the association’s 32 volunteers to clean and wrap toys. The distribution will be made locally by way of Nantes associations. A day that was rich through sharing and dialogue: thank you to the entire region for your mobilization without forgetting Sonia AL West and Steeve VM who joined us for the day.»

Céline



The actions

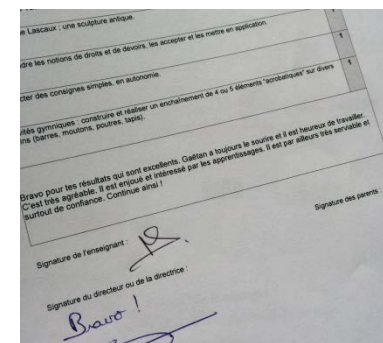
Educational Support

Since 2011, the Tape à l'Œil Foundation has partnered with **Home des Flandres** in Tourcoing. It's a center that houses up to twenty children placed in foster care by a family judge. The idea is to **share simple healthy moments with them** in a child/adult relationship that in their past, in their voyage, has the tendency to be rather complicated

Principle: 1 hour for **help with homework** every Wednesday during the school year.

A **team of 2 TAO employees**, different every time, visits Home des Flandres to work with children with their instructor present.

Working this closely with the children enables **true support** that goes beyond homework, working in-depth on difficulties encountered

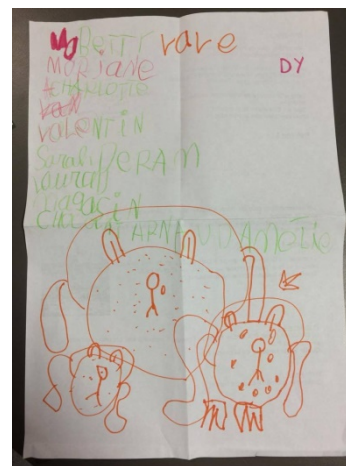


"Reading / writing / drawing workshop with the children in Home des Flandres and Morjane. Thanks to little Sarah for this beautiful drawing ;)
A very good experience that I'll do again with pleasure!"

Valentin

"Once again, a super moment spent this afternoon giving educational support at the Home des Flandres with Margaux! The children had received their report cards and were impatiently waiting to show them to us"

Marie



Friends for the Poor People

The project's key steps:

August 2015: first visits by TAO FAST Dhaka teams to the Friends for the Poor People association

December 2015: the decision is made to take action in Bangladesh

January 2016: the Foundation ambassadors make a "reconnaissance" trip and visit the school

April 2016: the Management Committee visits the school and the orphanage. The Foundation's commitment to support FFTPP is officially noted.

Human commitment: Offer activities to the school's children with the participation of the FAST Dhaka bureau teams and Tape à l'Œil employees when travelling to Bangladesh



"Giving smiles to Bangladeshi kids!"

Today, we gave TAO clothing to the poor children of a Dhaka neighborhood where they are schooled by the association Friends for the Poor! #sharing #smile #Bangladesh"

Fabrice

Education
scolaire



Repas chaud



Activités
périscolaires



Financial commitment: Offer a space better adapted to receiving 200 children aged 2 to 15

Before June 2016: 2 classrooms, 2 multi-purpose rooms, 1 kitchen, 1 office, 1 computer/library room

Since June 2016: 9 classrooms, 2 multi-purpose rooms, 1 kitchen, 2 offices, 2 computer rooms, 1 library,
1 music room



grandir se former
s'épanouir améliorer le quotidien
apprendre s'ouvrir au monde
jouer

ARELI Emergence



The **ARELI Emergence** endowment fund has the vocation to **support and promote higher learning** for young high school students graduating with distinction who are awarded government scholarships and come from modest or immigrant backgrounds.

Principle: ARELI and the Tape à l'Œil Foundation invest jointly in the “award winner” during his/her studies and on through their professional start and promote all arrangements susceptible to **contributing to their personal development**.

3 tutors regularly meet the 3 award winners to present the company's different businesses, its operating mode, have them participate in big events, in such a way as to familiarize them with the business world and to **facilitate their future professional integration**.

The partnership provides that the Foundation will finance university studies for a award winner, up to 20,000€.



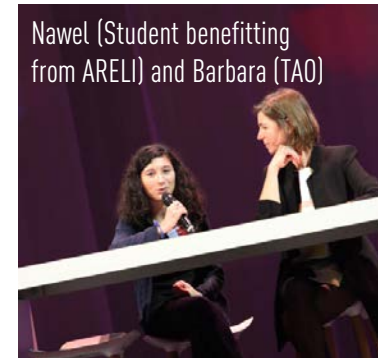
*“Areli Emergence Award Winner Dinner
When the mentors and their charges meet up, it's a moment of pure pleasure.
At this time, Tape à l'Œil is working with 3 award winners. And this role as mentors that Joannes, Jb and I fill brings us a lot. We work to support Nawel, Adidi and Faouzi in their project.
50 new award winners arrive to the program each year looking for new mentors.
And if the new award winners needed TAO?
And if new mentors at TAO came to be in 2017?
Come see Joannes, Jb and I, we will be thrilled to speak with you about it!»*

Barbara

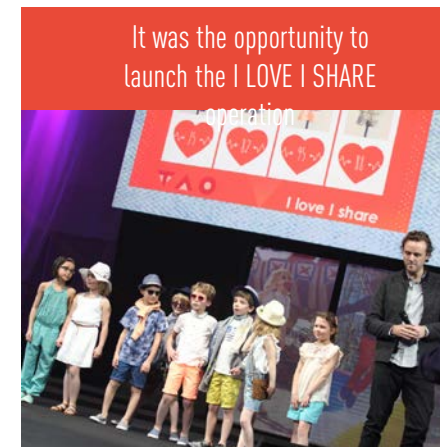


Informing Employees

The **Tape à l'Œil International Convention** took place in February 2016. The Foundation was included as being a major subject to discuss. And so it was in front of **over 600 individuals** that the Foundation actors spoke to re-explain the Foundation's vocation, the parameters, and to explain 4 actions in greater detail: the partnership with the Home des Flandres and ARELI, the Rêves de Gosse action and the Bangladesh participation.



Among all the subjects raised (in the presence of Central Services employees, Store managers and Assistant managers for France, Belgium, and Poland, Chinese and Bangladesh employees, our affiliated partners in France and international partners, the Supervisory Board, AFM representatives, company partners as well as customers and bloggers), the subject of the Foundation was the **most popular**.



Engage our Customers

Principle: 7 products selected by the TAO employees and our customers during our International Convention.

From May 20 to 26, for each product purchased, TAO donated 5€ to Rêves de Gosse (Childhood Dreams) operation organized by the Les Chevaliers du Ciel association.



Communication put in place: POP materials, newsletter, web site information, Facebook



Our customers are open to and appreciate the initiative

"What a beautiful initiative!!! I love I share and I buy ;)"
Anne-Cécile

"A beautiful association, a beautiful cause, bought an item to contribute to this action :)"
Gina

Results: 19,000€ were donated to continue the Rêves de Gosse action in 2017



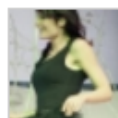
Create the community and make it ~~come to life~~

TAO
TAPE À L'OEIL

Link us

NOTRE RÉSEAU SOCIAL INTERNE

Link Us is our internal social network tool. In 2015, the Tape à l'Œil Foundation is created.



Marie Playoust

« Nous voulons que notre fondation accompagne la générosité de nos équipes dans des actions concrètes au bénéfice des enfants du monde » JUMP !

Bienvenue dans la communauté Color Your Life, la communauté de la Fondation Tape à l'œil ! Cette communauté est faite pour que nous puissions informer, partager, échanger... autour de la Fondation, de sa vocation, des actions menées, de celles à venir, des idées pour la faire grandir...

Rejoignez-nous !



Sharing, planning, documents, etc. A community open to all Tape à l'Œil employees

Fondation Color Your Life

Mur
Blog
Discussions
Photos
Événements
Sondages
Membres
Documents
Planifications

Administration

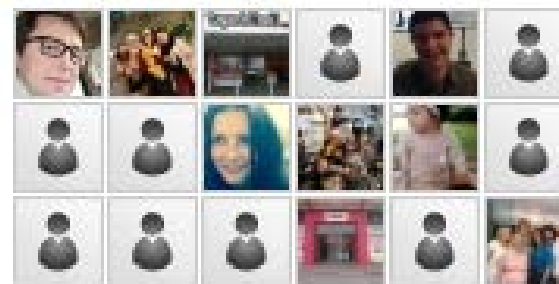
Sélectionner

Supprimer la Community

874 membres



874 membres



Link Us in 2016:



96 posts and shares



123 pictures



111 comments



1330 likes

Our internal
social
network: Link
us

Tape à l'Œil Foundation / Executive Board



Joannes Soënen



Gaëlle Derbesse



Marie Playoust



Antoine Leclercq



Nathalie Ferreira



TAO employees: you also can act within the scope of the

Foundation!

You have a project:

An application is available so you can propose your project. The Board members are available to listen, and to work with you in thinking out and setting up a project.

You don't have a project but would like to participate in an action:

We regularly share information on Link Us for projects where everyone can participate. Check out the TAO FOUNDATION community.

Participate as a team in the projects we launch, have fun and rise to the challenge, share your ideas!!

Associations: contact us and let's get to know each other!

Come present your actions where our employees can participate and we'll share the information with them.



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