



Activity report

2021

Editorial

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EDITORIAL

"The Foundation reflects what is happening in the company: the passion, the desire to share and contribute to the well-being of children.

In keeping with our business activities, we have chosen to help children in vulnerable situations.

We are swinging into action and getting our employees, as well as our customers, involved in our projects. Working alongside our partner associations with great humility, we are setting up initiatives to give children a few hours of respite from the problems they face on a daily basis, or support them with more long-term projects.

Our Foundation also has a considerable impact within the business by giving an increased sense of a collective adventure, forming a connection between us and our environment, and getting us to join forces in promoting a better life of children.

Let's be proud of our actions and allow them spur us on to take further bold decisions in favour of children!"



Gaëlle Derbesse
TAO Foundation chair



Edouard Blanchon
TAO managing director

"On behalf of all TAO employees, I am proud of this activity report which shows how we are ramping up our support for parents and children in difficult situations as well as taking action to promote their happiness!

I was able to take part in 2 "Rêves de Gosses" (kids' dreams) stages! The experience was unforgettable and I had some extraordinary encounters!

Our budget will increase significantly, supported by the generosity of our customers!

While making the most of everyone's commitment, the time has come to widen our outlook and take our ambition to the next level!

We will write the next chapter together and share it with our ecosystems, with only one objective in mind, i.e. to develop the well-being, confidence and super power of children."

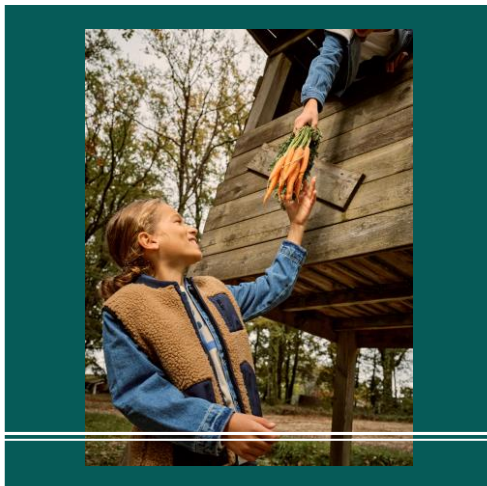
The 3 core objectives

We support the generosity of our teams in taking practical initiatives in favour of the children of the world

Since 2013, we have been taking action to help children in vulnerable situations, all over the world and over the long term. Our initiatives, which are always carried out with partners and the commitment of Tape à l'œil employees, help to reveal the talent of the children we support.

RESPONDING TO BASIC NEEDS

Food, clothes, accommodation



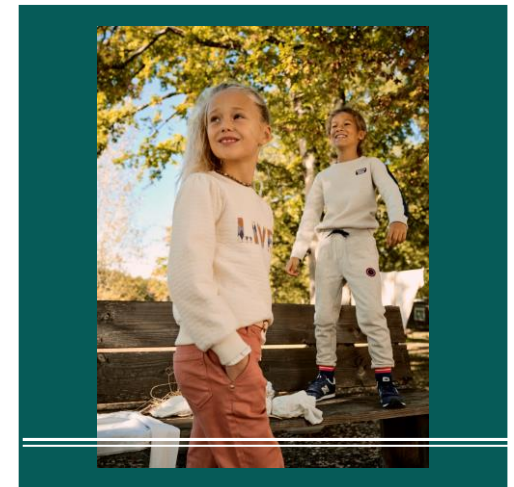
DEVELOPING THEIR CONFIDENCE

Creating, dreaming, celebrating

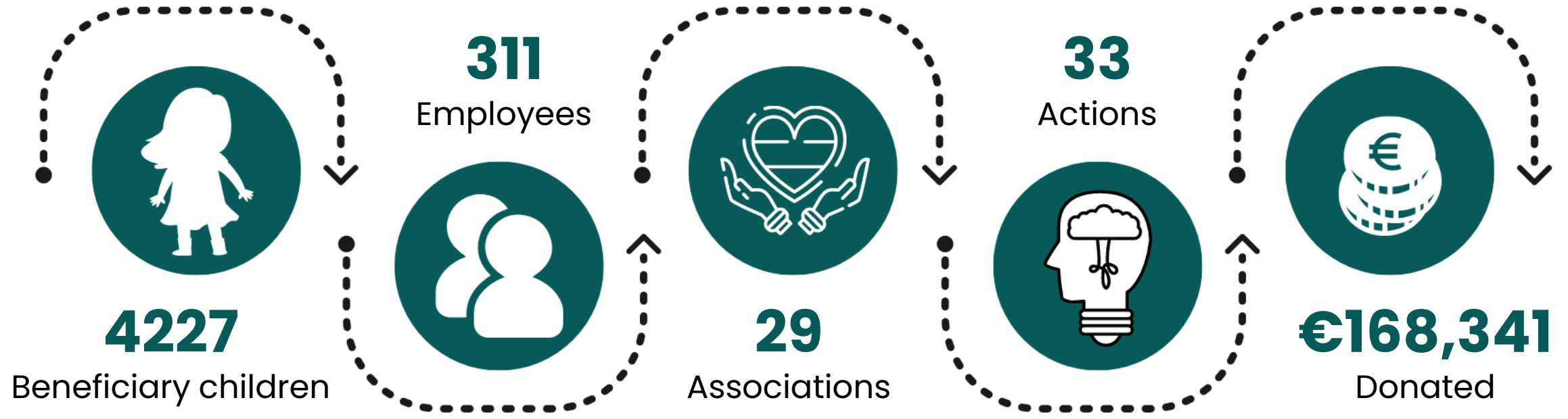


REVEALING THEIR SUPER POWER

Learning, knowing, building



The figures for the year



OUR ACTIONS 2021



Responding to the basic needs

Food, clothing, accommodation



Developing their trust

Creating, dreaming, celebrating



Revealing their super power

Learning, knowing, building



A Bras Cadabra



80 Children



1 Action



€4,000



A Bras Cadabra acts throughout the year to try to facilitate the daily life of babies, children and their parents by making childcare clothes and accessories out of oeko-tex fabrics that are tailored to the needs of babies born prematurely.

To support the association and join in the effort, the TAO Foundation has offered a **FREE pattern for some kids' dungarees** with instructions and a video.

Everything has been carefully prepared so that the dungarees can be made by children and beginner seamstresses!

As part of a challenge posed to our employees and customers, for each pair of dungarees created and shared on Instagram with the hashtag #madebymewith<3andtao before 31 March 2021, the **TAO Foundation will donate €5 to A Bras Cadabra.**



Un Petit Bagage D'amour



50 Children



1 Action



€2,000



Un Petit Bagage D'amour (a little baggage of love) is an association that helps pregnant women who are refugees and/or in very precarious situations, who do not have the means to afford the suitcase and clothing they need to live with their newborn in a decent and proper way.

Given their lack of the means to afford the necessary nursing items, the Foundation is giving the association what it needs most, such as saline solution and **baby carriers**



Asbl Petit Sapin



15 Children



1 Action



€1,800



Asbl Petits Sapins of Waterloo is a General Residential Service ("SRG") that was founded in 1982. It emerged at the request of the Youth Aid Services ("SAJ"), the Judicial Protection Services ("SPJ") or the Youth Courts of Nivelles and Brussels to deal with family breakdown situations (alcoholism, psychiatric problems of the parents, etc.)

This initiative was able to offer a group of 15 children a cheque for €100 to **buy several outfits**. Our Belgian employees took part in this initiative by advising the children on their choice of clothing.



Do l'enfant DOM



30 Children



1 Action



€6,000



The **DO l'Enfant Dom** association was created to help parents improve their work-life balance, by providing child care when conventional structures cannot meet the demand.

The Foundation wanted to support single-parent families in precarious situations by providing **financial aid to hire additional help at home**.

The aim is to allow parents to **keep their job** by having access to cheap child care.



La Sauvegarde Du Nord

Lille Concert hall of residence



12 Children



1 Action



€1,114.12



La Sauvegarde du Nord is an association that works to fulfil needs related to childhood, but it also addresses people and groups in vulnerable situations.

For several years now, the Foundation has been working in collaboration with La Sauvegarde du Nord on multiple projects related to childhood and youth. This year, the Foundation and our employees wanted to offer them a Christmas gift by **renovating a room of a hall of residence for** young girls in Lille.

This room will provide a **leisure** and **work** area for 12 young girls so they can study and do their homework together.



Amitié Partage Roubaix



100 Children



2 Actions



Human aid



Having been partners of the Foundation for many years, our employees are invited annually to **wrap and distribute gifts** for the youngest members of the association.

Located in Roubaix, one of the poorest towns in France, the association asked the Foundation to finance a Christmas basket which was distributed to all the beneficiaries of the association.

The **Amitié Partage** association is a place where people can come to receive counselling and help each other. Its primary objective is to provide emergency aid to 500 families in great difficulty. In addition to distributing food, these families can benefit from social and professional support. Cultural awareness workshops for the youngest, and tutoring for the older children is also organised.





Les Vêtements Du Cœur



800 Children 1 Action Clothing donations

The Restos du Cœur aim to help and provide voluntary assistance to disadvantaged people, particularly in the area of catering through access to free meals, and by participating in their social and economic integration, as well as in any action against poverty in all its forms.



After two years of disruption caused by the pandemic, these are two **pop-up stores** in **Dijon** (5/11) and **Desseaux** (28/10) which were created to provide a pleasant shopping experience for those who receive meals from the Restos du Cœur. Like every year, thanks to a points system, they could "buy" some new Tape à l'œil clothing from the previous collection. Giving clothes to children and encouragement to mothers is the mission of the Foundation and TAO's employees!



Humanium



790 Children



1 Action



€7,500



Humanium is at the service of human development. Its priority is to protect children and their well-being in **India**.

Giving every child of the village access to education and eliminating child labour by transforming **Kaliyampondi into a** child-friendly place and getting the community involved in the **protection of children's rights**.

As a result of this project, real progress has been made in terms of **access to education** and the quality of education on the scale of one village, as well as a deep understanding of the need to enrol and retain children in school.



Viva For Life



X Children



1 Action



€10,000



Viva For Life strives to improve the lives of the children and families living in poverty in the Walloon region and in Brussels.

This year, the Foundation decided to pose a **challenge** to participate in the Viva For Life event. **For each eco-design product** purchased in our Belgian stores **€1 was donated** to Viva For Life.

In total, **€10,000** was raised to help children and their families.



300 Children



1 Action



€20,000

The **Rejoué** (replayed) association gives a second life to toys thanks to the work of men and women who are receiving support towards getting into long-term employment and social inclusion.

Toys, games and books are collected primarily from private individuals or businesses. They are then sorted according to the safety standards, tested, completed and ecologically cleaned. Then, they are sold at low prices (50% off the new price) to childcare professionals, families or offered to children who need them thanks to the support of partner companies.

For the first time, the Foundation has decided to launch its **nationwide toy collection** with the Rejoué association over a period of two and half weeks. 80 stores took part in this initiative and more than 282 boxes were collected. An initiative that makes you four times more happy because a child gives, an adult refurbishes, a child receives and a toy starts a new life.





Restos Du Coeur Belgium



500 Children



1 Action



€11,500

The Restos du Cœur aim to help and provide voluntary assistance to disadvantaged people, particularly in the area of catering through access to free meals, and by participating in their social and economic integration, as well as in any action against poverty in all its forms.

During the flooding that occurred in Belgium, the Foundation came to the aid of families and children by financing **purchases of the basic necessities for children** like nappies and milk.



OUR ACTIONS 2021



Responding to the basic needs

Food, clothing, accommodation



Developing their trust

Creating, dreaming, celebrating



Revealing their super power

Learning, knowing, building



Ohana



200 Children



1 Action



€3,000



OHANA's mission is to offer recreational activities and trips for seriously ill or disabled children and their siblings. Their priority: Giving children the chance to get out of their often highly medicalised daily life.



On 27 November, at the Wavre sugar refinery in Belgium, four TAO Belgium employees took part in a magical and festive day to **celebrate the feast of Saint Nicholas**. The one-day tour of the world of the famous little wizard "Harry Potter" made the nearly **200 sick or disabled children very happy**. The tour included stands, games, costumes, gifts and shows.

An initiative that resulted in a dream day for the children and allowed to escape their daily reality for a day



Bee Forest



150 Children



1 Action

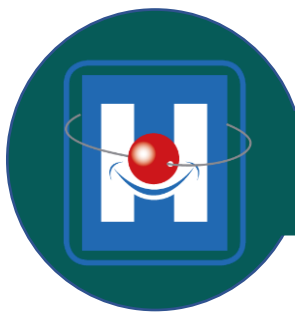


€5,176.5



Bee Forest creates islands of natural forest by getting companies, communities and their stakeholders involved because of the great urgency to take action in favour of the climate and biodiversity.

Sensitive to the **environmental cause**, the Foundation has taken action to plant **natural forests** in two **priority neighbourhoods** of the Métropole Européenne de Lille. The programme includes awareness workshops for children and our employees, and tree planting. The goal was to create a green and pleasant environment for the children of these neighbourhoods.



Les Clowns de l'Espoir



X Children



1 Action



Human aid



Every week, the **clowns and sandmen** tour the hospital with their red noses to spend some time with the children, and take their thoughts away from the disease. The association is made up of a team of trained professional artists, whose objective is quite simply to improve the quality of life of the children staying in the hospitals of the **Hauts de France region**.

To support the Clowns de L'Espoir (clowns of hope), **our employees** took part in **a sale of child-related articles** (clothing, toys, games, books, childcare accessories, decoration, some connected products) from donations coming from companies or traders, or donations from private individuals. This was arranged with stands, held by members and friends of the **Clowns de L'Espoir** association. The event was used to **fund** clown and sandman events at the hospital.





Léa



X Children



1 Action



€2,640



The LÉA association accompanies children who are sick and/or have problems or disabilities at any time in their treatment, as well as their families, who are also affected by the child's situation. The association improves the care provided and the daily life of these children by organising events, activities and complementary therapies in hospital, as well as providing equipment for having fun or running childcare.

To provide support, the Foundation has funded **decorative tarps** for **the hospital waiting rooms** of France. This is a way of giving children a little joy and fun during their visits and hospital stays.



IME ensoleilade



53 Children



1 Action



€2,861

The Ensoleilade Medical Educational Institute welcomes children and teenagers (6-20 years old) with intellectual disabilities with or without associated disorders.

In recent months, they had to organise most of their events indoors rather than maintaining their outdoor activities because of the pandemic. "We were unable to rely on our partners or outside contributors to maintain a balance in the activities provided and promote well-being. We therefore decided to continue investing in relaxation and well-being equipment with a Snoezelen sensory room for our audience, whatever difficulties they are experiencing."

The foundation funded a Snoezelen room which is a specially arranged space, lit with subdued light, lulled by soft music, whose aim is to recreate a **pleasant atmosphere**. During the sessions, we **develop the five senses**. The space will serve 53 children.





Solfa

🔑 The power of words



X Children



3 Actions



Book donations



The SOLFA "Solidarité Femmes Accueil" association assists and/or accommodates women who are victims of domestic violence each year. In particular, the association has a Childhood-Family centre for single mums with their children, and a social centre which accommodates and accompanies teenage girls or young mothers in great difficulty on a daily basis.

Working in partnership with the TAO Foundation, Solfa is looking to give the children of the association's centres time to talk with their parents on the subject of reading. In order to achieve this, the Foundation has launched a **book collection** in our offices, across the region. Each employee can bring back one or more books in which they add a little message on a bookmark that the child will discover when they start reading. **This operation was rolled out on our network** and the books were collected across each of our regions that chose their own association for organising book donations.



Solfa

🔑 Terre d'ados



20 Children



4 Actions



€7,500



The **Terre d'Ados** (land of teens) association is an initiative to educate and assist parents that aims to offer families, and particularly teenagers between the ages of 10 and 15 years, a **space to express themselves and receive counselling and support.**

20 teenagers from 10 to 15 years old are involved in the initiative and they meet several times during the year to share an evening meal/game, or enjoy an activity day and overnight stay.



Solfa

🔑 Snoezelen Sensory Room



17 Children



4 Actions



€2,857



Having worked in collaboration for a number of years, the Foundation has decided to contribute to the creation of a Snoezelen sensory room within the **HERA centre**

A Snoezelen sensory room is a specially arranged space, lit with subdued light, lulled by soft music, where you can spend a few hours of your time and whose aim is to recreate a **pleasant atmosphere**. During the sessions, we **develop the five senses**.



Solfa

🔑 Minors in prostitution



30 Children



4 Actions



€25,000



To go further in supporting **the Solfa association** and support projects with causes that matter to us. The Foundation **supports a project for young girls in difficulty**: victims of violence, prostitution and girls in vulnerable situations.

The project will create a **specialised establishment** to care for underage girls who have experienced prostitution.

Red Cross



80 Children



1 Action



€6,500



The French Red Cross is an association, which has been committed for nearly 150 years to many aspects of the fight against insecurity while also being a non-profit organisation working in the fields of health, social care, medico-social care and education

The Foundation has decided **to support unaccompanied minors** from the ages of 15 to 18 years by offering in-depth self-discovery drama workshops.

To provide additional support, the funding has enabled these young people to take part in **bike rides**, sports and educational projects, the creation of a monthly newspaper or journal, art activities and artistic disciplines, and a discovery of flavours from all over the world. These workshops **develop the children's talent** while also giving them a chance to have fun.

The logo for 'bam' is a white lowercase 'bam' inside a dark teal circle, which is part of a larger teal banner.

Bajo El Mar



15 Children



1 Action

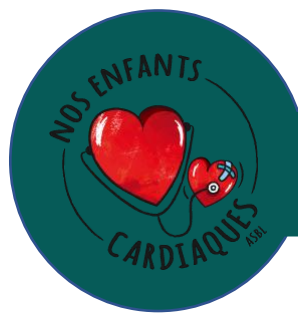


€2,400



Bajo el Mar is a cultural association whose core value is to promote culture as an essential binder of "living together". It strives to make culture accessible to everyone. The mission of Bajo el Mar is therefore to promote the arts and culture.

The Foundation supported them in **artistic initiation workshops** • Discovery of the Hip-Hop movement • Hip-Hop dance • Rap writing • French sign language • Sign dance • Beatbox • Beatmaking (computer-assisted music creation) • Songwriting • Graffiti • Skateboarding • Shooting a music video These are activities that allow children from disadvantaged neighbourhoods to escape from their daily lives and break free during these activities.



Nos Enfants Cardiaques

" I just received my daughter's yesterday so I wanted to wholeheartedly thank the people who are behind the TAO foundation and thank the whole TAO family because it is thanks to you that I was able to have these beautiful memories for my daughter 🥰🥰" Aurore sales consultant in Froyennes



300 Children



1 Action



€6,000



Nos Enfants Cardiaques is an association made up of parents of children with heart disease and members of the paediatric cardiology department of the SAINT-LUC UNIVERSITY CLINICS.

The association aims to promote ties and mutual aid between families, as well as support within the paediatric cardiology department.

In order to bring happiness to children who undergo examinations that can sometimes be terrifying, the Foundation has financed **necklaces for cardiac surgery examinations** which are made up of approximately **16 to 18 beads**. Each bead is different, whether it is made of wood, coloured or has a motif with a special meaning. Example of assignments: hospitalisation / blood test / pre-operative examinations, etc.



Tout Le Monde Contre Le Cancer (everyone against cancer)



200 Children



1 Action



€8,000



For 15 years now, the **Tout Le Monde Contre Le Cancer (everyone against cancer)** association has been running more than 1,000 events each year in 170 hospitals and parents' homes to support patients and their families as well as caregivers in their fight against cancer. The driving force behind their work is the conviction that "As long as there is joy, there is life!"



To bring joy and happiness to hospitalised children, the Foundation and the teams of the Tape à l'œil stores proudly accompanied the Tout Le Monde Contre Le Cancer association for a day thanks to its **TOQUES EN TRUCK! (chefs in a truck) campaign**. An initiative during which the hospitalised children and their families could come together to enjoy a fine meal and cope better with having to spend time in hospital as a result. The **gourmet meal** and succulent snack, with some great dishes providing a real treat to be shared with the family, is prepared by **major starred chefs and head chefs** at the hospital itself.

OUR ACTIONS 2021



Responding to the basic needs

Food, clothing, accommodation



Developing their trust

Creating, dreaming, celebrating



Revealing their super power

Learning, knowing, building

FACE

Les entreprises contre l'exclusion

FACE MEL



25 Children



1 Action



Human aid



Created in 1996, **FACE MEL** has been devoted to preventing and fighting against all forms of exclusion, discrimination and poverty. Every day, we provide support to young girls, from giving advice to gaining employment, and making the jump from college to a business.

The work of FACE MEL is based on the following three core principles: mobilising, supporting, experimenting.

15 Tape à l'Œil employees, who are personally concerned by the issue of inclusion, decided to **mentor girls in Year 10** in the choices they are taking about their future by providing coaching and support to guide and steer them.



La Cordée



76 Children



2 Actions



€16,521



La Cordée is a school that belongs to the national Espérance suburbs network located in the centre of Roubaix. La Cordée is an independent association-school, with an independent educational system that is entirely funded by private donations.

It was created in 2015 by members of civil society – all volunteers – thanks to the enthusiastic and generous involvement of companies and foundations, based largely in the Nord region.

The school and the **projects, which focus on experiencing the world**, are supported by the Foundation with a 2-year aid programme for one Year 5 class and involving certain **educational and cultural workshops**.



X Children



1 Action



Human aid



For 20 years, **Sport Dans La Ville** (sports in the city) is the main association devoted to integration through sport in France. All of its programmes are designed to promote the social and professional integration of the 7,000 young members, by actively participating in their progress and personal development. It works in the heart of the high-priority neighbourhoods of the inner cities, that experience many economic and social issues. The importance of Sport Dans La Ville for these neighbourhoods has proven its value

For the **first Parions Job** event organised by the Sport Dans La Ville association, the Foundation took part in recruiting the new talents for our stores through sport. In total, **100 young people between 15 and 25 years old** participated in this first event of its kind.



College De l'Intention



48 Children



1 Action



€10,960



The College de l'Intention offers an alternative to the traditional education system. Their commitments offer the opportunity to build an education system that can reconcile two inseparable aims: a general rise in standards and greater social justice. They are also aimed at preparing students for the challenges of the digital world more effectively.

The Foundation has funded some **bespoke furniture**: convertible tables and chairs for children with special educational needs **so that they can learn while having fun.**



La Voix De l'Enfant



70 Children



1 Action



€5,000



The **Voix De l'Enfant** (child's voice) association works in the area of protecting and developing the best interests of children. Each association is independent. It has its own activity domains in France and/or around the world.

For the start of the school year in September, the Foundation funded **school kits** for children and teenagers living in poverty. Thanks to these kits, they could start the year with all the equipment they needed.



Lef For Life



100 Children



2 Actions



€5,500



Lef For Life is a partner association of the TAO Foundation in Bangladesh. Their main mission is to educate children in the **poor neighbourhoods of Dhaka**. At the start of the lockdown, Lef for life and the Foundation both set up a food collection for the families in the capital's slums. With the country at a standstill, their goal was to ensure that every family could have access to at least one meal a day.

The TAO Foundation sought to provide support for great initiatives by contributing to the **first phase of the land and first floor of the school campus** located at Motbari Gazipur in Dhaka, Bangladesh. Thanks to this campus, the young students will be able to **study and live** under good conditions. What's more, it will finance the children's meals throughout the month of September.



La Sauvegarde Du Nord

🔑 Hélice programme



10 Children



1 Action



€3,000



La Sauvegarde du Nord (saving the Nord) is an association that works to fulfil certain childhood needs while also focusing on people and groups in vulnerable situations.

Hélice was conceived and exists in response to certain needs and situations that prevent the young people supported by La Sauvegarde du Nord from building a path towards an independent life. To achieve this, the Foundation **accompanies 10 young people** with their basic life needs such as **passing their driving test**, getting the facilities they need for **occupational training**, buying a computer, etc.



L'Udaf De Loire



10 Children



1 Action



€10,000



The Udaf of the Loire is the official institution representing the 200,000 families of the Loire department. Udaf is made up of 92 family associations throughout the Loire department. These associations are made up of 10,000 member families.

The Foundation is committed to **assisting with the education and professional integration** of minors and young adults in difficult situations in the Loir-et-Cher. This funding is to **support professional projects** for disadvantaged young people, who are accompanied by social workers from the MDCS of the Sud-Loire.

OUR ACTIONS 2021



Our customers

BREAK POVERTY

Break Poverty



90 Children



1 Action



€20,000



Break Poverty Foundation is a French humanitarian organisation that fights against poverty by taking action on its causes. It is particularly committed to children and young people to help them get out of poverty.

During the lockdown, the Foundation launched a challenge to the entire Tape à l'œil community. **Walking 100,000 km** for the Break Poverty Foundation with the **km for change app**. The objective was to fight against the digital divide that affects thousands of young people, by giving them access to IT tools such as computers.

For **each KM travelled**, the TAO Foundation **donates 10 cents** of a Euro to the association. For good reason, we have doubled the amount so that as many children as possible can benefit from this project.



Shopping Bag Foundation



Internal & External Communication



Charitable Celebrations

Report on communication

Shopping bags



As a lover of Fashion and a booster of talent, Tape à l'œil takes care of the children of today who will make the world of tomorrow

Since its creation in 2019, we have sold **1 MILLION** Shopping Bags, thanks to you

€1

=

€0.50

*At the Foundation

Internal communication

🔑 Employees

380 Magasin Colmar Housen



Bonjour, je vous présente Nadine, qui aujourd'hui nous à acheté 82 sacs fondations.

Elle travaille dans le transport et la logistique, pour Noël elle offre des cadeaux à ses clients, elle avait du mal tout les ans à trouvé des emballages ... et les sacs fondations lui ont fais de l'oeil. De quoi bien aidé la fondation et un coup de pub 😊

Belle journée Mélanie



LINK US is our internal social network. The Foundation community allows employees to share their ideas, and to find the actions and newsletters of the TAO Foundation.

Beyond this network, we take every opportunity to **talk about the TAO Foundation**, such as during meetings, kick off events, conferences, etc., of businesses. In particular, this is the role of the members of the steering committee to **educate employees** on this subject.

le 27 Janvier, à 15h23

👍 37 membres aime ça

👁️ 7 membres ont vu

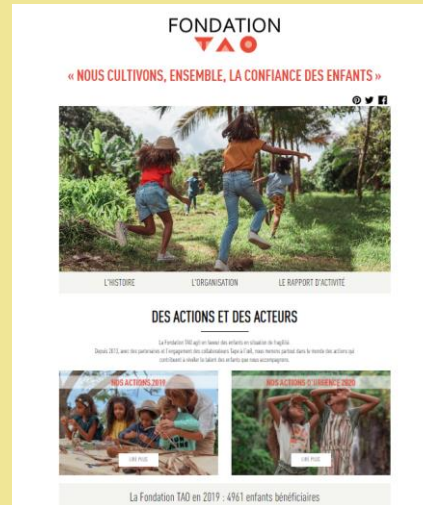
External communication

🔑 Clients-Associations-Partners-Candidates

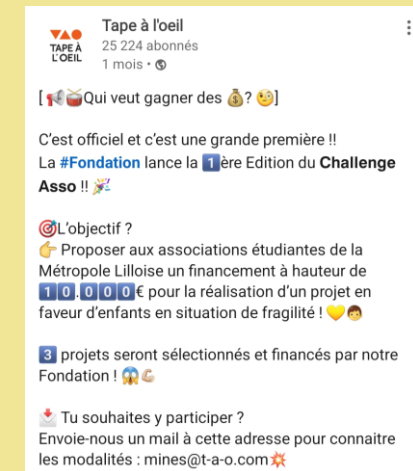
As it develops, the **TAO Foundation** wants to open up more, and give greater visibility to its customers, partners and associations. The decision was therefore taken to intensify its **external communication** (because it is proud of the initiatives that it undertakes, but also and above all because it seeks to include as many people as possible in its great adventure: "Together we go further"). The customers and partners may be invited to participate in the actions of the TAO Foundation.



Instagram is one of the networks where the Foundation posts stories during the behind-the-scenes "minute" sections



Our customers can find our TAO Foundation **web page** on our Tape à l'oeil website. 8 marketing newsletters sent in 2020 redirected them to this page.



LinkedIn is the most used social network. It is used by the TAO Foundation to communicate with associations, future Tape à l'œil candidates, company employees, etc.

Solidarity celebrations

Tape à l'œil and the Foundation is replacing **Black Friday** with generous **charitable** initiatives. For four days, from 26 to 29 November, TAO is donating 3% of its sales to help more than **5,000 children!** How? With the TAO Foundation and its partner associations.

Thanks to this operation, the amount collected far exceeded our expectations: **€85,000**

This total was used to support the following three projects:

Fitting out a reading room for the Solfa Solidarité Femmes association

Organising dance sessions for autistic children with the ELAN RETROUVE association

And hundreds of toys collected for the Rejouons Solidaires network



Testimonials

Eléonore Ballot

Employee

"Thanks a million for asking us to join in this initiative! It was a simply fantastic day with lots excitement and great conversations!"

Julie Oulgazie

IME Ensoleillade
department manager

Thank you so much for the amazing support you gave us with this project. Thanks to the funding, we will be able to invest in a new Snoezolen sensory space to complement the previous year's project

Severine Labbé

Social worker

The TAO Foundation gave me the opportunity to conduct an experiment that bore much fruit not only in the workplace but also for me personally. I am proud to be able to support young people between the ages of 16 and 21 years, who are having problems, so that they can achieve their career objectives.

Enzo D

Beneficiary of the
Foundation

Beneficiary of the Foundation

The help I got from the TAO Foundation was invaluable as I was able to gain the independence that I always wanted. Thanks to TAO, I attained many of my objectives and now, I would like to think that it is only the start, which is really motivating.

A few highlights

1m Shopping bags sold since the launch in 2018



The "Challenges des assos étudiantes" (student association challenges) project with the best projects presented by student associations from schools in the region funded by the Foundation

Solidarity celebrations

1% of the weekend turnover traditionally dedicated to Black Friday is donated to selected associations

Inter-Foundation project

Foundation Kiabi and Idkids with Hope in Bangladesh

Creation of a vocational training school

A few highlights



NOUS CULTIVONS, ENSEMBLE, LA CONFIANCE DES ENFANTS

La Fondation TAO soutient des projets à destination d'enfants et de jeunes adultes en situation de fragilité dans le monde*, accompagnés par les collaborateurs Tape à l'OEil

Retrouve toutes les informations de la Fondation sur :



COMMENT M'IMPLIQUER DANS LA FONDATION ?

Tu peux être force de proposition, participer aux actions organisées par la Fondation, parler d'elle autour de toi ou vendre ses shopping bags. **Ensemble agissons localement !**

JE CONNAIS UNE ASSOCIATION ET JE SOUHAITE LA SOUTENIR ?

C'est une association qui s'adresse et touche directement plusieurs enfants en situation de fragilité ? (fragilité économique, éducative, sociale ou de santé)

Contacte-nous et préparons ensemble ton projet : FONDATION@T-A-O.COM

PLUS DE VENTES, PLUS D'ACTIONS !

La majorité des actions de la Fondation sont menées grâce à la vente des shopping bags. **UN GRAND MERCI À TOUTES LES ÉQUIPES MAGASINS INVESTIES !!**

Proposez aux clients qui souhaitent en savoir plus, de retrouver l'ensemble de nos actions sur la page internet : T-A-O.COM/Fondation

Contacte nous : fondation@t-a-o.com - 06.59.01.23.65

*Dans tous les pays où Tape à l'OEil est impliqué directement ou indirectement par ses magasins, ses collaborateurs, ses fournisseurs.



NOUS CULTIVONS, ENSEMBLE, LA CONFIANCE DES ENFANTS

La Fondation TAO soutient des projets à destination d'enfants et de jeunes adultes en situation de fragilité dans le monde*, accompagnés par les collaborateurs Tape à l'OEil

CHIFFRES CLÉS 2020

43 Actions réalisées
5032 Enfants bénéficiaires directs
240 470 Euros reversés aux associations

Exemples d'actions réalisées :



La Fondation soutient l'association «SOS Bébés et Mamans» qui récupère et distribue du matériel de puériculture à destination de bébés nés dans une grande précarité.



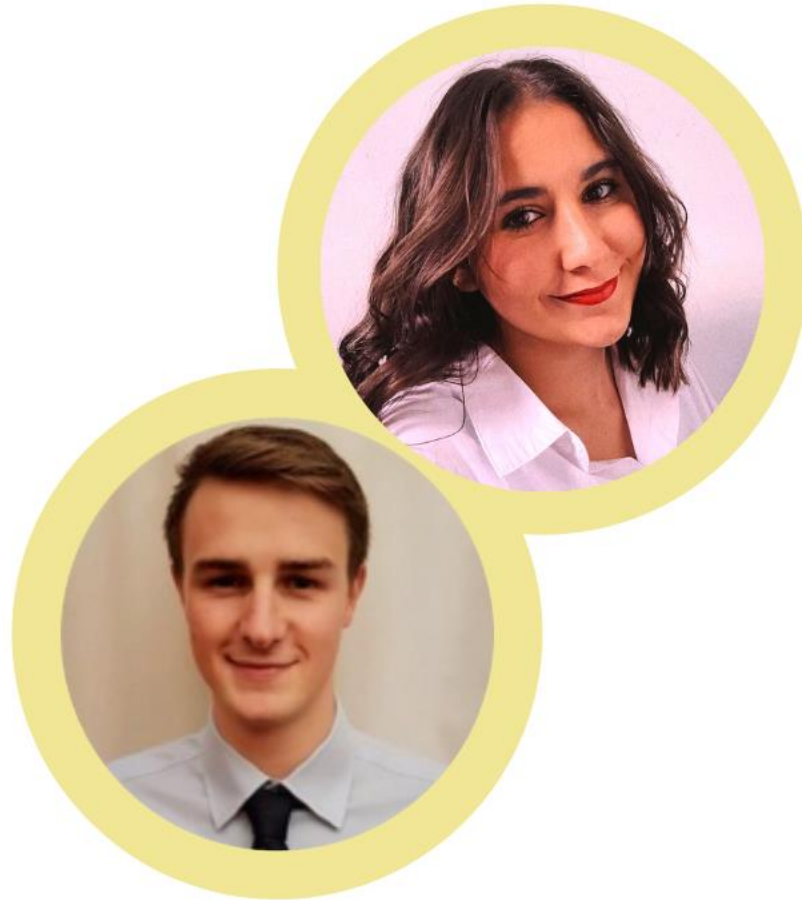
La Fondation vient en aide à 250 enfants des quartiers pauvres de Dacca (Bangladesh) en leur proposant éducation et activités extra-scolaires.

MERCI À TOUS NOS CLIENTS QUI SOUTIENNENT LES ACTIONS DE LA FONDATION EN ACHETANT NOTRE SHOPPING BAG



To support our store employees and help our customers get to know the Foundation, we have created an explanatory brochure setting out our actions and the key figures for the year. This was in response to a request from the store teams who are also invested in our Foundation.

A new recruit



More than two years ago, the Foundation experimented with a **sandwich course student programme** and it was a huge success. **Thibaut Demeestere** was the first to take part in this new adventure.

He took on the challenges that the Foundation gave him! After two years of excellent work, he was replaced by **Ines Mellouki** who has been our new **Foundation project manager since September**.

A big thank you to Thibaut for his involvement and his work, and welcome to Ines within the big family of the TAO Foundation

The members of our steering committee

They take part in the Foundation's decisions, validate the projects, participate in the associations and communicate the initiatives to the "Tape à l'oeil" employees.



Gaëlle Derbesse



Edouard Blanchon



Marie Playoust



Danaé Carmiaux



Inès Mellouki



Nicholas Bultel



Babou Check



Fabrice Bouley



Leonor Gravey



Evelyne Querard

Associations in Action!

The Foundation supports initiatives run by non-profit associations (French 1901 law) or by structures of general interest which were created at least two years ago. Don't hesitate to fill in our call for projects file. You can find it on the website of our Foundation.

Project eligibility criteria:

- Direct support for children (0-16 years old) in vulnerable situations – Not to be completed when submitting the application.
- Taking place in the countries where the company is established (stores, partners or offices).
- Being part of the long term with the objective of perpetuating its activities.

Contact us and get to know

Fondation@t-a-o.com

Where to find us



CONTACT:

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Inès Mellouki
– Fondation@tao.com – Project
Manager



THANK YOU TO THE ASSOCIATIONS, PARTNERS,
EMPLOYEES AND CUSTOMERS FOR YOUR
COMMITMENT