

La lettre

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Asmae Association
Sœur Emmanuelle

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TO SISTER EMMANUELLE



EDITORIAL

Sister Emmanuelle: education first.

Ten years ago, Sister Emmanuelle passed away after a long life dedicated to a relentless fight against poverty and injustice. She led this fight with unwavering conviction. A woman of action, of indignation, of rebellion and of heart, Sister Emmanuelle began her fight in 1971 on the rubbish heaps, with and for the ragpickers of Cairo.

Sister Emmanuelle won many of her battles, shaking up and inspiring entire generations around the world. She left her mark on generations in a way that transcended all social, political, cultural and religious labels.



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Ten years on from her death, almost 90% of French people know who she was. Ten years on from her passing, although there has never been so much wealth in the world, 264 million children and young people are still going without schooling, and inequalities are growing. Urgent investment is needed for the future, and education needs to be used as a weapon in the struggle for human liberation and development.

Education is the key word in all struggles because it brings with it an ability to look to others, freedom of thought, respect for democracy, gender equality, economic development, health and the capacity to reject all forms of discrimination and fundamentalism.

Children whose lives have been changed by war; children growing up on the streets of Manila or Antananarivo, children in underprivileged neighbourhoods in France, disabled children... All these children have the right to a future, and Asmae works every day to ensure that they have one.

The association works on two fronts: prevention and development. We invest in early childhood because the first few years of a child's life are fundamental for acquiring the basic skills necessary to succeed at school and join the world of work in the future. Asmae's work on the ground in France and overseas is based on a method that follows Sister Emmanuelle's example. "Do things with people, not for them." Development is certainly effective when the people concerned are involved.

Urgent investment is therefore needed in education and long-term support to combat instability. Without it, human tragedy is inevitable, and the damage caused to society will be insurmountable.

Sister Emmanuelle taught us the most important things to fight for: educating and protecting the most vulnerable children. To do this, we must all work together. Yalla!

By **Alain Barrau**, Chair of the Board of Directors
and **Jean-Marie Cavada**, Chair of the Support Committee



Sister Emmanuelle with two young ragpickers in the Suez Canal (Egypt)

For 39 years now, Asmae has been continuing the work of its founder, always staying true to her principles.

Our vision

"A fair world where children are guaranteed the opportunity to live and grow up in dignity within their families and their environments to become free men and women who can contribute to society."

Our missions

- To promote child development through a global approach. To achieve this, Asmae also works to support families with their environments firmly in mind.
- To build the capacity of local actors in the area of child development, to improve the synergy between them and to maximise their social impact.
- To champion children's causes by raising awareness and speaking out.
- To experiment, to expand and to share information.

Our values

- Trust • Commitment
- An ideal of justice • Freedom
- Respect • Solidarity

Asmae in figures

- 51,000 beneficiaries (children and families) across 68 projects in 8 countries
- 980 sponsors
- 53 local partners including 46 overseas and 7 in France
- 115 professionals around the world



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A BRAND-NEW CAMPAIGN IN TRIBUTE TO SISTER EMMANUELLE

Sister Emmanuelle left us on 20 October 2008, just before her 100th birthday. She dedicated her life to the most vulnerable people in the world, and was one of the best-loved personalities in France. To commemorate the 10th anniversary of her death, tributes were paid to her in October, on Asmae's initiative.

The association took the opportunity to redesign its logo and visual branding, and launched a major national campaign. The aim of this campaign was to reaffirm loudly and clearly to the general public that Sister Emmanuelle's spirit, and her fight, live on today more than ever. The tone of the campaign is in keeping with the qualities embodied by Sister Emmanuelle: timelessness, spirit, warmth and a rousing enthusiasm.

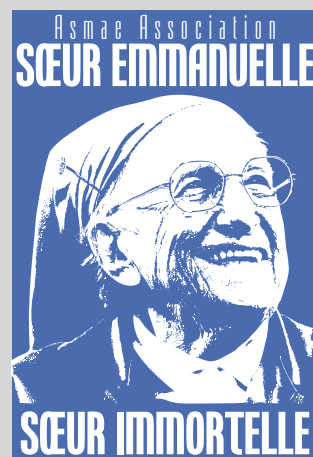
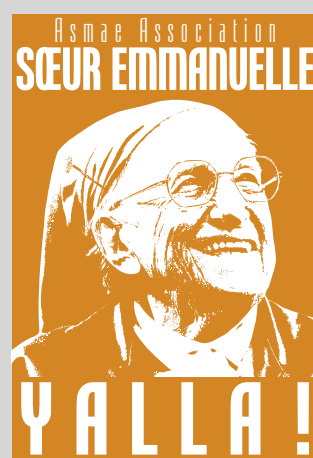
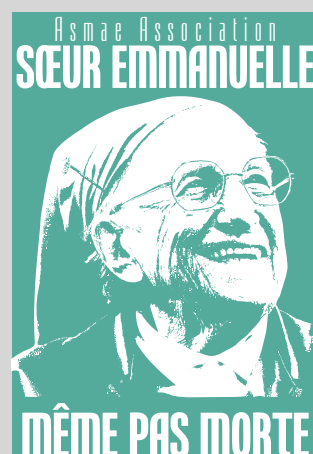
The event began with a **multimedia campaign** (posters, print, digital, radio and TV).



A poster at Duroc metro station (Paris).

The poster campaign was made possible by the generosity of advertising sales agencies.

The campaign visuals



A BRAND-NEW CAMPAIGN IN TRIBUTE TO SISTER EMMANUELLE

Asmae created **key moments** based on Sister Emmanuelle. This involved putting her image and name back in the spotlight.



Beach art created by JBEN, Royan beach.

To do this, Asmae commissioned portraits: a beach art piece on Royan beach in south-west France by the beach artist JBEN, and a street art work on a wall in the 13th arrondissement of Paris by the artist C215.



Street art created by C215.

Wall offered by Paris Habitat (13th arrondissement of Paris).

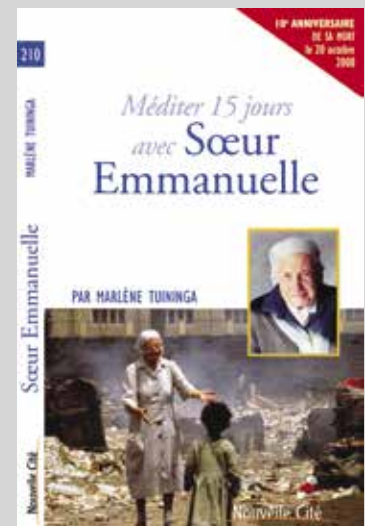


Public spaces in Paris, Montpellier and Callian (where Sister Emmanuelle is buried) were also given Sister Emmanuelle's name and officially inaugurated.

Sister Emmanuelle was also a woman of letters, and Asmae wanted to give culture a key role in honouring her memory.



Two special performances were given of the play *Yalla! Sister Emmanuelle*, directed by Michaël Lonsdale.



The book *Méditer 15 jours avec Sœur Emmanuelle* [15 days of meditation with Sister Emmanuelle] by Marlène Tuininga was also published by Nouvelle Cité in September 2018.

Several celebrities also joined our cause and paid tribute to Sister Emmanuelle.



Christophe Michalak



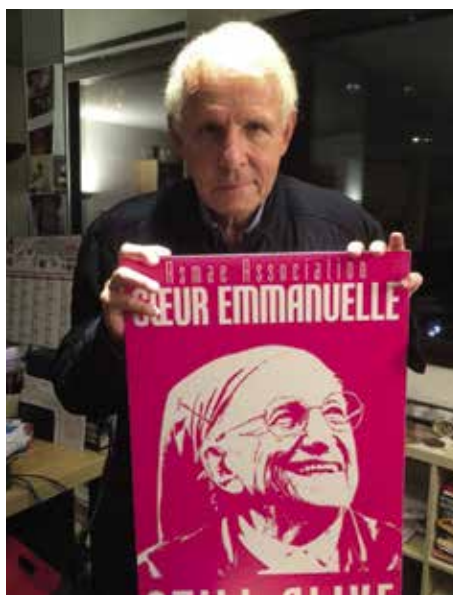
Alessandra Sublet



Stéphane Plaza



Philippine Leroy-Beaulieu



Patrick Poivre D'Arvor



Anne Hidalgo



The team from the breakfast news TV show
Télématin on France 2

This year, it was important for Asmae to put Sister Emmanuelle and her fight back in the spotlight. Ten years since she left us, her legacy lives on and we continue our work more fervently than ever. And it's all thanks to you.

THANK YOU, from the bottom of our hearts!!

To find out (more) about the campaign, please visit www.soereummanuelle.fr

EGYPT: FOLLOWING IN THE FOOTSTEPS OF SISTER EMMANUELLE

In October 2018, a press trip provided an opportunity to meet people who knew Sister Emmanuelle in Cairo. The following article consists of selected extracts from the article written by Jenna Le Bras, a journalist for the weekly magazine La Vie.



Asmae, the association founded by Sister Emmanuelle, is still very active in Egypt. It is involved in funding schools and centres for young disabled people.

The story of Sister Emmanuelle is one that everyone knows and tells fondly again and again.

"She was an extraordinary woman. Before Sister Emmanuelle, we were dead in the water. We had no water, no electricity, no school, no health centre, no government services. We were living like animals." Oum Leïla, a resident of Manshiyet Nasr, in Egypt, is part of the Zabbaleen community of ragpickers, who collect, sort and recycle Cairo's rubbish. Sister Emmanuelle had decided to dedicate the second part of her life to this

impoverished community. So she went to live in several of the slums that are home to the group. "She wanted to live in the same shacks as us, and eat the same food." For several decades, Sister Emmanuelle gave absolutely everything she had to providing them with the things they were lacking, with the signature cheeky wit and dynamism that made her famous.

Magdi Sidhom, who was a neighbour of hers, also recalls: "*She was utterly convinced. She wasn't talking about a theory – it was a conviction: that these men, women and children at the bottom of the social ladder had the right to live in dignity.*"



A picture of Sister Emmanuelle takes pride of place in the school yard. There are now 3000 young people benefiting from an education that will help them to escape poverty.

The children of Mahaba: Sister Emmanuelle's legacy

"We worked together for two years to set up this school," says Sister Damiana. "We knocked on every door in the area asking all the parents to send their children to school. They refused at first – 'We can't, we want the children to help us with the rubbish,' they said – but over time, through sheer persistence, we succeeded. We opened the school with five teachers and 200 children. Today, we have 227 employees, four sisters and 3000 students. We can't take any more children now," she says, struggling to conceal her pride.

[...] It's the view from high up that is the most revealing. On the roof, the smell and the view catch you un-

awares: next to the outer wall of the school, there are pig farms a stone's throw from the goal net on the football pitch; as far as the eye can see, rickety huts and mounds of rubbish stretch out like a tide of filth. Most of the children at the school are from this area, Ezbet el-Nakhl, where Sister Emmanuelle taught. She had the building erected for these children. "We give priority to ragpickers' children, because our aim is to give these young people the opportunity to have an education." This was what Sister Emmanuelle wanted: *"I don't just fight poverty; I also fight ignorance!"*

OUR CAMPAIGN IN THE MEDIA



PROJECT STATUS UPDATE

Each issue gives us the opportunity to update you on large-scale projects supported by public funders.

Burkina Faso: improving children's language and reading skills using innovative educational practices and tools

On 31 July 2018, the Ministère de l'Éducation Nationale et de l'Alphabétisation (Burkina Faso Ministry of National Education and Literacy – MENA) approved an initial pilot phase (trial and adaptation) for two educational tools: a picture book and reading classes.

The Agence Française de Développement (French Development Agency – AFD) recently agreed to continue this project with a second phase, which began on 1 August 2018 and will last three years.

The aim of this second phase is to extend the use of the picture book to other types of preschool centres and to support the targeted departments of the MENA in rolling it out nationally. The project will be aimed at 301 education professionals and 12 representatives of MENA departments.

Additionally, to develop and reinforce a love of books and reading in primary-age children, community initiatives to promote language and reading, such as reading classes, will be developed by our partner ICCV and six partner libraries during this second phase. These initiatives will involve the community and families, but also schools and institutional representatives. Through these activities, the project aims to reach at least 3500 children between the ages of 3 and 13.



The content of the publication comes under the sole responsibility of Asmae - Association Sœur Emmanuelle and cannot be considered to reflect the opinion of the AFD in any way.

3 QUESTIONS FOR THE CLAIRE AND FRANÇOIS FOUNDATION



Hélène Demaegdt

The Claire and François Foundation set up a product partnership within its parent company (Intermarché Gardanne). It donated all of its income from the sale of books and DVDs released for the anniversary of Sister Emmanuelle's death. Hélène Demaegdt, Chair of the endowment fund, explains the reasons for its commitment to Asmae.

How did you get involved with Asmae?

I think it was in 2008, because I really was a huge admirer of Sister Emmanuelle. I met the Director General at the time and we decided to launch a product partnership campaign with our corporate foundation, Claire et François pour l'Enfance [Claire and François for childhood]. This involved selling tapes and books that were released that year (the year of Sister Emmanuelle's death) in our supermarket. The profits went towards one of Asmae's projects in Egypt.

In 2017, why did you decide to support one of Asmae's projects in France?

We chose to fund Asmae's programme in Bobigny. From the start, while aware of the many people in need all over the world, our foundation prioritised projects in France for the simple reason that we absolutely wanted to be able to meet the people and monitor the project closely. It's not all about funding alone; it's about human relations, and, of course, geographical proximity makes such meetings easier.

What does this partnership bring to your foundation?

This partnership is special because Asmae still carries the vision of Sister Emmanuelle, who experienced situations of incredible poverty and yet was able to overcome those challenges. There is always a way (the initiatives in Cairo are an example of that), and there is an entire team working towards that commitment.

"Love is stronger than death"

My spiritual testament, Sister Emmanuelle (2008)

"Love is stronger than death": that is how Sister Emmanuelle began her spiritual testament, which she passed down to all of us, with the mission to continue her fight.

By leaving a legacy to Asmae, you will be helping to build a fairer world. Contact our legacies, donations and life insurance spokeswoman:

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