



Asmae Association  
**Sœur  
Emmanuelle**

A full-page photograph of two young children playing in a public fountain. The child in the foreground is a boy with dark skin, wearing a yellow cloth around his waist, smiling broadly with his hands raised. The child in the background is a girl with dark skin, wearing a red cloth around her waist, also smiling. Water is spraying all around them, creating a dynamic and joyful scene. The background shows a blurred view of a city street with buildings and a colorful sign.

**ANNUAL REPORT 2018**





# EDITORIAL

## Protecting and educating the most vulnerable children

**B**y strengthening our teams on field and working with our partners, we were able to increase the impact of our work in 2018 and launch several large-scale projects, including:

- In the Philippines, a project supporting 1000 children and 400 families living in the streets of Manila.
- In Lebanon, a project to support 2000 Syrian and Syrian-Palestinian refugee children and young people and 1200 parents living in two refugee camps in Beirut.
- In Burkina Faso, a project to support 3500 children and 301 professionals to reduce the number of children under-performing at school by 80% and get them to enjoy school.

These projects have a huge potential for change, helping to raise awareness among civil society and public authorities about the needs of children and their families, their living conditions and their aspirations.

In France, we are fighting to maintain high-quality support for the 26 residents we welcome to our centre in Bobigny each year. Unfortunately, public authority budget restrictions are resulting in shorter support periods and a risk of residents at our mother-and-child centre in Bobigny ending up in emergency accommodation.

We also took the opportunity in 2018 to pay tribute to our founder on a national scale. Her words still resonate and her views remain relevant, 10 years after she has left us. A number of services and advertising spots were offered to us free of charge by supporters of Sœur Emmanuelle. These gave us a noticeable presence that was very popular with both the general public and the media.

After 30 years of work in the field, we are seeing huge developments:

- In the slums of Cairo: parents queue from 6 o'clock in the morning to enrol their children at school and child labour has become relatively rare.
- In the remotest parts of Burkina Faso: parents support their children's schooling so that, unlike them, the children are not destined to be illiterate.
- In Egypt and the Philippines: mothers of children with disabilities no longer feel ashamed for defending their children's rights.
- In priority neighbourhoods in France: parents and young people are regaining their self-confidence, holding their heads up, taking control of their lives and getting involved in their communities.

It goes to show that long-term action can change the world.

On the 10<sup>th</sup> anniversary of Sœur Emmanuelle's death, we also took the opportunity to change our visual branding, putting Sœur Emmanuelle at the heart of our new logo. As far as the general public is concerned, Sœur Emmanuelle remains a source of inspiration for many of our contemporaries and a key asset for Asmae.

What we fight for is what Sœur Emmanuelle was herself fighting: the protection of the most vulnerable people and education. These involve an ability to look after and respect others, freedom of thought, respect for democracy, gender equality, economic development and the capacity to reject all forms of discrimination and sectarianism.

By **Alain Barrau**, Chair of the Board of Directors

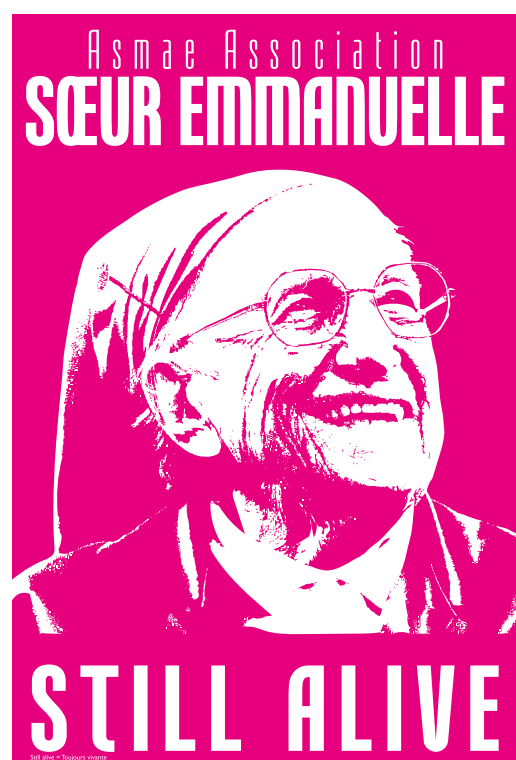


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# KEY FIGURES

**49,964** BENEFICIARIES

**8** COUNTRIES  
OF INTERVENTION

**51** PARTNER  
ORGANISATIONS

**52** PROJECTS OVERSEAS  
AND PROJECTS IN FRANCE

**123** PROFESSIONALS  
WORLDWIDE

**38** VOLUNTEERS

**761** SPONSORS

**€7,5 M** BUDGET

**39 YEARS**  
OF EXPERIENCE  
IN THE FIELD

# ASMAE IN BRIEF

At retirement, Sœur Emmanuelle went to live in the slums of Cairo to share the life of the poorest people.

In 1980, she decided to create her association - Asmae - to develop actions in other countries.

Asmae is a non-religious, apolitical NGO working in the field of international solidarity, specialising in education and child protection. Today more than ever, Asmae carries out Sœur Emmanuelle's fight with respect to the values of its founder and to enable children to become free citizens.

The spiritual inspiration of Asmae, transmitted by its founder, expresses true faith in Mankind and the conviction that people are capable of playing an active role in their own life and for their society. Our work is based on acknowledging alterity, being regarded to as an asset.

Sœur Emmanuelle also conveyed the idea that we can only act for the poorest members of society by acting alongside them. As a pioneer in terms of local development, she was already working with parents to convince them to send their children at school.

Asmae is convinced that solutions come from the people themselves. Therefore it has developed its own approach. It aims at strengthening the actions of local actors through a tailored and long-term support, in an environment of mutual respect and reciprocity. Our method of intervention on field is based on each and everyone's potential. It involves adapting to each context and each situation.

## OUR VISION

"A fair world where children can live and grow up decently with their families and within their environment to become free men and women who can play an active role in society."

## OUR MISSIONS

- Promoting the child's development through a global approach. To do so, Asmae also works for the support of families by considering their environment.
- Building capacity for local actors working on the child development to improve the synergies between them and to maximise their social impact.
- Defending the children's cause by raising awareness and speaking out.
- Experimenting, expanding and disseminating.

### OUR VALUES

Trust  
Commitment  
Solidarity  
Freedom  
Respect  
Fairness

# THE WORK OF ASMAE AND ITS PARTNERS WORLDWIDE

Our areas of intervention:

- Prevention of school drop-out and underperformance
- Early childhood care and education
- Prevention and care of children at risk
- Adolescence support
- Support for children with disabilities

In each of these areas, Asmae works through the implementation of projects that follow its founder's work, and help to serve her goal: **the education and protection of vulnerable children.**

## FRANCE

### Divers-Cité Programme

- 2000 direct beneficiaries
- 2 development officers and 1 service manager
- **€217,846 budget**

#### Partners

Solidarité PLD, Association les Mères en Place, Association les Jeunes en Place, EACB, 164 SAUSSURE, MAREN KAFO

#### Background

- The neighbourhoods of social housing affected are all included in the urban policy measures that accumulate socio-economic difficulties
- One of the characteristics of these neighbourhoods is the rate of early drop-out from the school system (12% compared to 5% for Paris) (2015-2020 Urban Contract, Ministry for Urban Areas, Youth and Sports)

#### Areas of intervention

- Adolescence support
- Prevention of school drop-out and underperformance

## FRANCE

### La Chrysalide (Bobigny)

- 24 families and 44 children benefiting from the mother-and-child centre; 233 children and 197 parents at the parent-and-child centre
- 37 professionals: 17 in the mother-and-child centre, 18 in the nursery, one manager and one secretary
- **€2,007,139 budget**

#### Background

- Nearly two in five homeless people are women (Insee, 2013)
- 30,000 children are without a home (Insee, 2016)

#### Areas of intervention

- Early childhood care and education
- Prevention and care of children at risk

## FRANCE

### "Yalla! For Children's Rights" Project

- 128 partner institutions
- 2,196 pupils trained
- 1 awareness officer, 3 civic services, 2 interns
- **€38,234 budget**

#### Background

- In 2015, 62% of children in France had not heard of the International Convention on the Rights of the Child, and 71% did not know its content\*
- The situation of children at risk in France and overseas is greatly underestimated by adults\*

\* COGRADE, *Les adultes et les enfants connaissent-ils les droits de l'enfant?* (Are adults and children familiar with the rights of the child?), press file, 13/11/2015

## MALI

- 2299 direct beneficiaries
- 1 regional representative, 1 project-partnership manager, 1 finance and administration officer, 1 technical advisor, 1 national office assistant
- **€274,785 budget**

#### Partners

IREC, Maya-Ton, COCECM

#### Background

- 14% of girls aged between 15 and 19 say they were married before the age of 15 (Global Protection Cluster, Child Protection Sub-Cluster, 2014)
- The literacy rate for over-15s is around 27.7% (19.8% for women and 36.1% for men) (Education for All national review, 2015, UNESCO)

#### Areas of intervention

- Early childhood protection and education
- Prevention of school drop-out and underperformance
- Prevention and care of children at risk

## BURKINA FASO

- 13,139 direct beneficiaries
- 1 regional representative, 1 project-partnership manager, 1 technical advisor, 1 project officer, 1 finance and administration officer, 1 national office assistant
- **€596,571 budget**

#### Partners

ABASF/E, UN-ABPAM, AEFAC, ASECD, ICCV, IDEBAK

#### Background

- Gross enrolment rate in primary education: 86.1% (Unicef, 2016)
- 72% of children living with a disability are not in the education system (Unicef, 2016)

#### Areas of intervention

- Prevention of school drop-out and underperformance
- Early childhood care and education
- Adolescence support

## LEBANON

- 5,090 direct beneficiaries
- 1 country representative,  
1 project-partnership manager,  
1 finance and administration officer,  
1 child protection technical advisor,  
1 project officer,  
1 education technical advisor

• €344,147 budget

### Partners

ACH, AFEL, ALPHA, IRAP, NAJDEH, Rayon d'Espoir, Basmeh & Zeitooneh, Jafra Foundation

### Background

- 1.2 million Syrian refugees (UNHCR, 2015)
- Violent discipline: 82% (UNHCR, 2015)

### Areas of intervention

- Adolescence support
- Prevention and care of children at risk
- Support for children with disabilities
- Prevention of school drop-out and underperformance

## INDIA

- 13,845 direct beneficiaries
- 1 country representative,  
1 project-partnership manager,  
1 finance and administration officer,  
1 child protection technical advisor,  
1 project officer,  
1 education technical advisor

• €263,912 budget

### Partners

Arunodhaya, BSAC, MACT, Tara Mobile Crèches Pune, SEED, Swadhar

### Background

- Child labour: 12% (Unicef, 2016)
- Mortality rate for children under 5: 48% (Unicef, 2016)

### Areas of intervention

- Prevention of school drop-out and underperformance
- Adolescence support
- Early childhood care and education
- Prevention and care of children at risk

## PHILIPPINES

- 3,331 direct beneficiaries
- 1 country representative,  
1 project-partnership manager,  
1 technical advisor,  
1 finance and administration officer,  
1 national office assistant,  
1 project officer

• €308,603 budget

### Partners

ADPI, Kanlungan Sa Erma Ministry, SNEAP, ULIKID, Bahay Tuluyan, Child Hope Asia Philippines, National Council of Social Development

### Background

- 1.5 million street children in Manila (Ecpat, DWSD, 2009)
- 30% of street children are part of a family who live on the streets (SENMAP/ASMAE Philippines survey, 2014)
- 80% of street families are in this situation because of family problems (SENMAP/Asmae Philippines survey, 2004)

### Areas of intervention

- Adolescence support
- Support for children with disabilities
- Prevention and care of children at risk
- Prevention of school drop-out and underperformance

## EGYPT

- 4439 direct beneficiaries
- 1 country representative,  
1 project-partnership manager,  
1 national office assistant,  
1 finance and administration officer,  
1 project officer,  
1 technical advisor in specialised education

• €338,559 budget

### Partners

Basmat Amal, EACD, El Shehab, Les Filles de Marie

### Background

- Violent discipline: 90.7% (Unicef, 2012)
- 1.6 million children work, among them 5.6% in dangerous conditions (EDHS - Egypt Demographic and Health Survey, 2014)

### Areas of intervention

- Prevention of school drop-out and underperformance
- Support for children with disabilities

## MADAGASCAR

- 3557 direct beneficiaries
- 1 country representative, 2 project-partnership managers,  
1 technical advisor in community participation, 1 project officer,  
1 finance and administration officer, 1 national office assistant

• €536,377 budget

### Partners

AIC Anosizato, AIC Fianarantsoa, AIC Manakara, Centre Betania, CES Manakara, École Sainte Louise, Hardi, Kozama, Manda, Tanjomoha, PFSCE TANA

### Background

- 18% of children excluded from primary education are children with disabilities (Unicef, 2012)
- Less than 10% of some 2 million children aged 3-6 only have access to public preschool classes (Unicef, 2012)

### Areas of intervention

- Prevention of school drop-out and underperformance
- Early childhood care and education
- Support for children with disabilities
- Prevention and care of children at risk



**"JUST AS THE OAK IS IN THE ACORN PLANTED IN THE GROUND,  
THE SCHOOL IS THE SEED OF PERSONALITY WHERE THE MAN  
CAN BE FOUND" SŒUR EMMANUELLE**



# ASMAE'S WORK

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## EARLY CHILDHOOD CARE AND EDUCATION

Although early childhood is a period of great potential for growth and development, it is also a time when children are particularly fragile and vulnerable. Between birth and 6 years, children are busy developing their motor, intellectual, emotional and social skills.

Despite increased awareness of governments over recent years, preschool education for children remains limited in many countries.

Asmae's goals are to offer a secure environment for children in order to create the conditions necessary for their early learning and socialisation. Asmae strives to enhance the quality of services for children and to support actions relating to hygiene, primary health care and nutrition, in addition to those relating to parental support and early learning for young children. For children aged between 3 and 6 years old, Asmae designs and implements projects that aim to develop basic learning using playful, participatory and inclusive teaching methods.

### Key figures

- 4362 beneficiaries
- 13 partners
- 13 projects
- 5 countries of intervention: Madagascar, Mali, Burkina Faso, India, France.

## INDIA PROMOTING ACADEMIC SUCCESS FOR EARLY CHILDHOOD WITH READING CLASSES.

In India, children's school enrolment rates and academic levels are quite low. Out of 140 million children aged between 6 and 14 in education, 30 million are completely illiterate and 40 million can only read a few words. Millions of children finish their primary school education without being able to read short paragraphs or do very basic sums.

In view of this, Asmae and its local partners have set up the "reading classes" project. The aim is to help children to improve their reading and writing skills from a very young age by means of regular interventions from members of the community who run reading classes.

In the state of Maharashtra, Asmae supports the Swadhar organisation which works in the slums of Pune. These families, mainly internal migrants, only have minimal access to public services and facilities such as water, transport, hospital and school. Swadhar allows these disadvantaged children to receive preschool education, after-school tutoring and to access formal education for children who cannot attend the state primary school because they come from nomadic families. 90% of the children monitored by Swadhar and Asmae up to May 2018 (the end of the school year in Maharashtra) were able to re-enter the formal education system at the start of the new school year in June.

The majority of parents who received awareness training understood the importance of getting support for their children from a very young age and therefore made contact with state preschool centres near their homes.

### 2018 key events

- More than 2,580 children in reading classes.
- Publication of a guide to early childhood in Marathi.
- Opening of a training centre for professionals of early childhood protection and development.
- Involvement of our partner Swadhar in the National Conference on Every Child's Right to Early Childhood Development, on evolving inclusive practices.



A book fairy with pupils in India.



# PREVENTION OF SCHOOL DROP-OUT AND UNDERPERFORMANCE

## Key figures

- 21,564 beneficiaries
- 26 partners
- 18 projects
- 8 countries of intervention: Madagascar, Philippines, Mali, Burkina Faso, India, Lebanon, Egypt, France

The Global Education Monitoring Report\* published by UNESCO in 2014 reveals that there is still a major work to be done to reduce the number of children who are not receiving any education. 57 million\*\* children worldwide are unable to access school or they drop out of school early. According to the same report, 100 million children living in developing countries do not complete their primary education. Among them, in particular, are those living in rural areas, girls, children with disabilities, ethnic minorities, those from poor families or those living in slums.

Asmae's goal is to improve the quality of school teaching by training educational staff, designing and developing innovative teaching methods, involving parents, refurbishing infrastructure and funding school fees and equipment.

To prevent problems of educational exclusion, Asmae also offers literacy classes for parents, supports the organisation of awareness campaigns focusing on the importance of school aimed at children and families, and creates spaces for dialogue on school problems.

## MADAGASCAR PROMOTING EDUCATIONAL AND SOCIAL INTEGRATION FOR VULNERABLE CHILDREN IN ANTANANARIVO.

Madagascar is the fifth poorest country in the world and has more than one and a half million primary-aged children out of school. A lack of trained teachers, poverty, as well as early marriages and overfilled classes, contribute to high drop-out rates and underperformance at school. Less than 70% of children complete their primary education.

With the financial support of the Agence Française de Développement (French Development Agency – AFD), in March 2017, Asmae introduced an ambitious project to promote social and school-based inclusion amongst vulnerable children in Antananarivo. Hardi, Manda and Kozama are 3 local organisations in partnership with the project.

Over three years, the project will incorporate a variety of different components that will have an impact on the children, the educational community and local institutions:

- Increased availability of the Sary Fetsy (clever pictures) picture book, an innovative tool for developing children's language. A partnership between Asmae and the Madagascar Ministry of National Education has been approved.
- Strengthened school integration and retention tools, promoting inclusion in schools through literacy classes in school and social rehabilitation centres, as well as after-school tutoring.
- Advocacy and awareness-raising initiatives aimed at the general public and public authorities to promote the right to education for the most vulnerable in society.

- Strengthened organisational and institutional capacities across partner organisations, allowing them to sustain their actions in the long term.

### Beneficiaries in 2018:

- **196 children** were cared for in centres run by Hardi and Manda.
- **99 children** received after-school tutoring at state primary schools.
- **162 children** supported by Manda re-entered state primary schools.
- **66 education professionals** took part in literacy capacity-building / tool-sharing sessions.
- **50 education professionals** took part in specialised education capacity-building / tool-sharing sessions.
- **60 teachers received awareness training** from Kozama on how best to care for children with difficulties.
- **124 families** supported by Manda and Kozama benefited from close family support and parental education activities.
- **More than 1200 community members** received awareness-raising about children's rights during major events.

\* UNESCO, Global Monitoring Report on EFA 2013-2014



This project is co-financed by the AFD. 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 French Agency for Development in any way.

## ADOLESCENCE SUPPORT

### Key figures

- 15,273 beneficiaries
- 12 partners
- 6 projects
- 5 countries of intervention: Philippines, Burkina Faso, Lebanon, India, France

Adolescents represent 18% of the global population and have a decisive role to play in our societies. Adolescence is a key stage in personal development but is often exposed to multiple risks: school drop-out, unemployment, early marriage and childbirth, high-risk behaviours, etc. Adolescents, particularly girls, are often forced to leave behind their childhood before they are ready to do so.

Adolescence support is a process conducted over time, always in connection with adolescents and those around them: family, friends, community, educators and teachers.

Asmae's objectives are to promote personal development and prevent high-risk behaviours of adolescents. Firstly, this involves enabling the recognition of adolescence as a key stage of personal development. It is then necessary to support communities and/or organisations in facilitating spaces that foster the mobilisation of adolescents, to encourage activities in citizenship education and to support the guidance of professionals in adolescence development.

## LEBANON SUPPORTING YOUNG PEOPLE IN LEBANON: WHAT ARE THEIR NEEDS?

Adolescence is a priority area of intervention in Lebanon for Asmae. In order to enhance the support it provides and continue to implement relevant actions, in 2018 Asmae carried out consultations on the needs and concerns of young people in the country, in partnership with PERU\*, the research laboratory at Manchester Metropolitan University in England. These consultations are the first stage of a more general study on youth that will begin in 2020.

Thanks to the project to provide "educational and psychosocial support to children and families from host communities and Syrian refugees" co-funded by the French Development Agency from 2014 to 2017, Asmae's experience in Hermel and Tebnine has clearly demonstrated that any project concerning young people must be based on a good understanding of their position in the country, their needs and the constraints they face. Their involvement in all aspects of the project must also be encouraged from design to implementation. This observation confirms the relevance of the present study.

In collaboration with **6 local partner associations, 98 young people** (Syrians, Palestinians, Lebanese and one Egyptian) **were consulted and 6 were involved in presenting the results at a meeting with other organisations working with young people.** To ensure that the specific needs of girls, boys and disabled people were taken into account, **67%** of the panel were women, **33%** were males aged between 14 and 22, and there were 18 disabled young people.

### The young people were asked 3 questions:

- What good things are currently happening in your life?
- What needs to change in your life?
- What things should stop / not happen?

Aside from responses specific to their social circumstances, youths are happy with their success at school and relationships with other youths but would like to see safety improved, teaching methods developed, no discrimination, an end to violence and abuse, and access to employment for everyone. The workshop participants decided to look at the questions related to well-being and psychosocial issues in more depth. This subject was selected from the results of the consultations, but also from discussions followed by a "vote" based on certain criteria (desirability, viability – possibility of funding – and feasibility).

The next steps of this study, which are due to take place over a period of 2 years (2019-2020), are:

- Continue with the involvement and participation of young people in the research.
- Raise funds to complete the research.

\*PERU: Policy Evaluation and Research Unit



## PREVENTION AND CARE OF CHILDREN AT RISK

The concept of “abuse”, although it differs from one country to another, is summarised as all the types of ill-treatment to which a child may be exposed: physical or psychological abuse, negligence, sexual abuse and exploitation.

Children at risk live in conditions which endanger their health, their safety, their education or their physical, emotional, intellectual or social development. In order to grow up and develop, children need confidence.

This is acquired in a secure environment with adults who are available and caring. Prevention and care require global intervention and cooperation among all the stakeholders involved with the child.

Asmae’s objectives in this area are to contribute to creating and maintaining a secure environment, reducing danger factors and reconstructing children’s identities. Asmae also supports the setting of professional networks, the strengthening of local team skills, and the implementation of child protection policies.

### Key figures

- 13,185 beneficiaries
- 13 partners
- 6 projects
- 6 countries of intervention:  
Madagascar, Mali, Philippines, Lebanon, India, France

## PHILIPPINES IMPROVING LIVING CONDITIONS FOR 1400 CHILDREN AND PARENTS IN THE STREETS OF MANILA.

There are more than 1 million\* children living in the streets of Manila. Most of them have to work from the age of 4 or 5, at the expense of their schooling. By growing up in the streets, they are the primary victims of violence and physical and sexual abuse.

Today, Asmae supports local facilities and associations. Together, they work to help the most vulnerable children, encouraging them to become independent through

education, protection and improvements in their living conditions.

In particular, Asmae aims to improve the care that these children receive by improving the quality and access of the services provided by local organisations. For example, dozens of children go to the Kanlungan Sa Erma Ministry centre after school for a meal. **The director of the centre, Wily Encina, says: “There are so many of them, we need more resources to support them.”**

One of the children supported by this local community network, 15-year-old Christie, is delighted by it: **“I can go to school every day! I even dream of becoming a lawyer.”**

In January 2018, the French Development Agency awarded Asmae a grant to support the association’s action on field: a three-year project to be carried out in partnership with four local organisations. The amount earmarked accounts for 49% of the total budget.

### The key objectives are:

- Improving the education, protection and support provided to children and families.
- Improving families’ and children’s access to existing services.
- Raising awareness and promoting respect for the rights of children and families.

**The project will involve 2500 beneficiaries, including 1000 children, 400 parents and 1000 people from across the wider community. 30 local social workers will receive training.**

\*Ecpat, DWSD, 2009.



Thanks to Asmae’s support, local associations provide street children with school support.



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## SUPPORT FOR CHILDREN WITH DISABILITIES

### Key figures

- 1000 beneficiaries
- 6 partners
- 6 projects
- 4 countries of intervention: Madagascar, Philippines, Egypt, Lebanon

15% of the world population has a disability, including 93 to 150 million children\*.

On average, a child with disabilities is half as likely to receive a primary school education. There are many difficulties associated with disability and these are largely related to society's failures and indifference (infrastructure with limited access, inadequately trained staff, negative perception of disability, problematic schooling, etc.). These obstacles have serious consequences for the health and autonomy of children, and exclude them from society.

Asmae's overall objective in this area consists of support, provided for both the child and his/her family and community. In particular, this involves building the capacity of local actors working in this field, and supporting access to quality education for children with disabilities. Asmae is also helping to change the way people view disabilities. To do so, it leads awareness and advocacy activities, working with the community and local decision-makers.

## EGYPT FACILITATING ACCESS TO EDUCATION FOR CHILDREN WITH DISABILITIES.

In Egypt, Asmae works alongside local associations to help fill the gaps in services offered to children with disabilities. Since June 2017, with the help of the European Union, Asmae has been supporting a local association called Basmat Amal (Arabic for "Smile of Hope").

The aim of this project, which is being co-funded by the European Union over two years, is to improve the quality of services offered to children with disabilities and access to them, and to arrange and strengthen collaboration between local authorities and associations with a view to achieving better inclusion for children with disabilities.

The educational curriculum offered to these children includes speech therapy sessions, psychomotor activities and occupational therapy, as well as tailored academic support. A technical advisor appointed by Asmae provides support to teaching staff to improve the educational techniques used. Basmat Amal also supports families with administrative procedures and educates them about disability.

At centres run by Basmat Amal, in 2018, over a hundred children were given access to suitable resources, 16 educators had their teaching capacities improved and 56 mothers were made aware of rights to education and protection for children with disabilities; in addition, 30 teachers received training on inclusive education and psychological support was provided to more than 500 pregnant women.

\*World Report on Disability, WHO and World Bank 2011



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Psychomotor activity session with our partner Basmat Amal.



## DIVERS-CITÉ INVESTING IN THE UNDERPRIVILEGED NEIGHBOURHOODS OF FRANCE TO MOBILISE POSITIVE ENERGY.

Created in 2001, the Divers-Cité programme aims to support actions and projects started up by parents and families from underprivileged neighbourhoods of the Parisian region (Île de France), worried about their children's future and prospects. This mission is part of Asmae's associative project, of which one of the objectives is to promote child development in a global approach, by building the capacity of local actors and maximising social impact.

In addition to child protection measures and efforts deployed within the framework of the Urban Policy, Asmae's

challenge is to support residents to put in place responses to situations they experience that are unsatisfactory, starting with their aspirations, their resources and their know-how. Two social development agents and one service manager support the creation and consolidation of groups on a day-to-day basis.

**In 2018, 6 groups were supported and nearly 2000 people directly benefited from the actions of the Divers-Cité programme.**



## LA CHRYSALIDE HELPING YOUNG MOTHERS TO BUILD A SECURE FUTURE WITH THEIR CHILDREN.

**In 2018, the La Chrysalide facility in Bobigny supported 24 families and 44 children, including 16 children from the town who attended the crèche. The parent-and-child centre also welcomed 233 children and 197 parents.**

The high turnover of both families (10 departures and 10 arrivals) and teams meant that great commitment was required from the professionals at la Chrysalide to accommodate the new residents and their children. We have noticed a change in the profile of the people using the facility, who are experiencing greater instability, isolation and emotional fragility at the time of their arrival and require a lot of support and attention from the socio-educational teams. Two undocumented residents were taken in, one of whom was regularised.

To deal with complex situations such as psychiatric hospitalisation of a resident, la Chrysalide has developed new partnerships with the hospital, the mental health centre and the Rencontres 93 association to ensure that the resident receives appropriate care and that the bond between mother and child is maintained during that period. In addition, the extended opening hours of the crèche (nights and weekends) have made it possible to prevent the child being placed elsewhere.

The parent-and-child centre has proved its worth once again this year. It has provided 150 2-hour sessions and welcomed 233 children and 197 parents. The parent-and-child centre provides them with an opportunity to be reassured about their role as parents, open themselves up to different ways of doing things, be a parent and support their children's development in a secure environment.

# 2018 KEY EVENTS

## BURKINA FASO GOVERNMENT APPROVES ONE OF ASMAE'S EDUCATIONAL TOOLS

For 3 years, Asmae's teams have been trialling the "Sary Fetsy" picture book imported from Madagascar and reading classes created in India. These two innovative educational tools support the essential process of learning to use language and read. In July 2018, the picture book was officially approved by the Direction Générale de la Recherche en Éducation et de l'Innovation Pédagogique (Directorate-General for education research and pedagogical innovation – DGREIP) of the Ministry of National Education. Use of this tool can now be expanded to other areas of Ouagadougou, as well as other towns and cities in the country.

## EGYPT JOURNALISTS FOLLOW IN THE FOOTSTEPS OF SŒUR EMMANUELLE

In October 2018, journalists from the Agence France Presse, La Vie magazine, Le Point magazine and KTO TV went to Egypt on the tenth anniversary of Sœur Emmanuelle's death, visiting the ragpickers' neighbourhoods in Cairo. This press trip was an opportunity to tell the general public in both Egypt and France about Sœur Emmanuelle's legacy and the progress made in educating and protecting children.

## FRANCE CONCERNS ABOUT MAINTAINING QUALITY AND CARE OF BENEFICIARIES AT LA CHRYSALIDE

In light of the budgetary constraints facing child welfare and the department of Seine-Saint-Denis, the possibility of extending care beyond the age of 3 to complete the process of helping residents become autonomous and cement the bond between mother and child is in doubt. Asmae is ready to enter into dialogue with the public authorities and maintain the quality of services offered to young mums and their children.

## INDIA COMBATING CHILD MARRIAGE

According to Unicef, 27% of girls are still married before the age of 18 in India. This violation of children's rights is damaging to their health, deprives them of an education and, in the longer term, restricts the economic development of their communities. To combat this practice, Asmae decided to work with 2 local associations to develop a project in the State of Tamil Nadu. The aim of this project, which is scheduled to run for 3 years, is to educate and raise awareness among 51,000 girls and boys, groups of women from 151 villages, and more generally everyone involved in the community and the local authorities.

## LEBANON A NEW PROJECT TO SUPPORT REFUGEE CHILDREN AND ADOLESCENTS

In 2018, Asmae launched a project co-funded by the French Development Agency to refugee children and adolescents with education and support in the Chatila and Bourj el-Barajneh camps in Beirut. A partnership with 2 new partners, Basmeh & Zeitooneh and Jafra will provide 2000 children with access to tailored protection services (psychosocial support and awareness-raising) and 1200 parents will learn about children's rights.

## MADAGASCAR ASMAE EXTENDS ITS ACTIVITIES INTO A NEW REGION

In order to extend its activities into a new region, Asmae carried out a needs analysis in collaboration with Madagascan organisations. The analysis showed that Antsirabe, the third most densely populated city in Madagascar, has a poverty rate of 88.6% and that 27% of children in this region are out of school. A call for expressions of interest was launched among local organisations. Three associations were selected to receive support from Asmae over the coming years.

## MALI IMPROVING CARE FOR VULNERABLE CHILDREN BY STRENGTHENING MONITORING & EVALUATION PROCESSES

Since 2017, Asmae has been supporting the Collectif des Centres d'Écoute Communautaires (Collective of Community Listening Centres – COCECM). Consisting of 9 centres around Bamako, this partner receives vulnerable children and directs them to the most appropriate services. In 2018, with co-funding from F3E\*, an expert appointed by Asmae supported this partner in strengthening its monitoring & evaluation process. The aim is to allow actions implemented in different areas to be monitored consistently and feedback to be given with the requirements for State statistical data in mind.

\*F3E brings together almost 90 French NGOs and local and regional authorities engaged in cooperation for the purpose of development. It funds preliminary studies, cross-sectional studies and evaluations.

## PHILIPPINES DISABLED CHILDREN: UNDERSTANDING THEIR SITUATION FOR MORE EFFECTIVE ACTION

In the Philippines, up-to-date data about disabled children is scarce. In order to put appropriate projects in place, in 2018, Asmae carried out a study to identify who they are, their needs, their concerns and the people who work for them in Manila and Iloilo. This study showed that there were insufficient resources (teachers, equipment and schools) to provide a quality education, and a lack of suitable infrastructure. Based on the conclusions and recommendations of this study, Asmae will be undertaking new projects.



# THE “YALLA! FOR CHILDREN’S RIGHTS” PROJECT

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In 2017-2018, the “Yalla! For Children’s Rights” project entered its fourth year of operation. By raising awareness among more than 2196 pupils in 28 schools of their rights and of the situation of other children around the world, the awareness team more than doubled the number of pupils influenced, compared with the previous school year!

Based on the principles of citizenship and international solidarity education (CISE) such as participation, active listening and active involvement of participants, the project is composed of three stages. First of all, pupils discover what their rights are and then become aware of the disparities in the applications of these rights in France and all over the world. Lastly, to allow them to help respect these rights, Asmae suggests that the young people undertake an action to support one of its projects or to raise awareness among the people around them.

The project evaluation among pupils and teachers shows that everyone was satisfied and that the project was useful in terms of learning and opening minds.

Asmae thanks the pupils and education teams for the actions carried out together!

## 2018 HIGHLIGHTS

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### IMPLEMENTATION OF THE CHILD PROTECTION POLICY.

In 2018, Asmae developed its Child Protection Policy. With this document, Asmae demonstrates its commitment and desire to protect children from all harm and ensures that its projects and actions do not pose any risk to them. The policy is accompanied by a code of best practices that describes prevention measures, prohibited actions and expected behaviours to which all employees and visitors must adhere. The dynamic began last year and will continue in 2019 with the implementation of this policy in each of our countries of intervention. For this purpose, Asmae is being supported by the Child Safe Alliance, a global movement of child protection experts.

### A BRAND-NEW CAMPAIGN AND EVENTS IN TRIBUTE TO SŒUR EMMANUELLE, 10 YEARS ON FROM HER DEATH.

Sœur Emmanuelle left us on 20 October 2008, just before her 100th birthday. The embodiment of generosity and founder of Asmae, she was one of the best-loved personalities in France. To commemorate the 10th anniversary of her death, tributes were paid to her in October, by Asmae and celebrities.

The organisation 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 Sœur Emmanuelle’s spirit and her fight live on today more than ever. The tone of the campaign is in line with the qualities embodied by Sœur Emmanuelle: timelessness, spirit, warmth and a rousing enthusiasm.

The event included a multimedia advertising campaign (posters, print, digital, radio and TV) and was punctuated by key moments based on Sœur Emmanuelle. This involved putting her image and name back in the spotlight.

Two magnificent portraits were created: one in sand by the artist JBEN, and the other a street art work on a wall in the 13th arrondissement of Paris by the artist C215. Numerous companies agreed to support Asmae by offering free advertising space. For an outlay of €108,000, over a million euros was offered by these companies.

Public spaces in Paris and elsewhere (Montpellier and Callian, where Sœur Emmanuelle is buried) were given Sœur Emmanuelle’s name and officially inaugurated. A manifesto published in the Ouest France newspaper has been signed by more than 22,000 people.

Sœur Emmanuelle was a woman of letters, and Asmae also wanted to give culture a key role in honouring her memory. Performances of the play “Sœur Emmanuelle, confessions d’une religieuse” [Sœur Emmanuelle, confessions of a nun] were therefore given at the Petit Saint-Martin theatre, and the book Méditer 15 jours avec Sœur Emmanuelle [15 days of meditation with Sœur Emmanuelle] by Marlène Tuininga was published by Nouvelle Cité.

Ten years since she left us, her legacy lives on and we continue our work more fervently than ever in 2019.

To find out (more) about the campaign (in French), please visit [soeuremmanuelle.fr](http://soeuremmanuelle.fr)

**"YOU MUST LOOK, BUT LOOK THROUGH SOMEONE ELSE'S EYES."**

**SŒUR EMMANUELLE**



# OUR RESOURCES

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P. 18 / Asmae's Team

P. 20 / Financial Report

P. 23 / Financial Partners





# COMMITTED EMPLOYEES AND VOLUNTEERS

By supporting the development of responsibilities for those assigned overseas and by promoting the involvement and mobilisation of volunteer resources, Asmae continues to place its human resources at the heart of the associative project.

## WORK FORCE

**123** EMPLOYEES

including

**64** IN FRANCE

**9** EXPATRIATES

**50** ON NATIONAL  
CONTRACTS  
IN COUNTRIES OF  
INTERVENTION

**38** VOLUNTEERS

## STRENGTHENING TEAMS IN COUNTRIES OF INTERVENTION

In 2018, we recruited country representatives, project-partnership managers and finance and administration officers in each country of intervention in order to reinforce our work. The new office structure in our countries of intervention is now in place.

## STRUCTURING OUR HUMAN RESOURCES POLICY AND THE ASSOCIATION'S REGULATORY FRAMEWORK

We have adopted a code of conduct. It states the association's policy on ethics and individual behaviour, in accordance with Sœur Emmanuelle's values. It sets out basic rules such as mutual respect, honesty of financial reports, and compliance with laws, regulations and environmental principles, which govern employees' decisions. It states that discrimination, harassment, sexual abuse, corruption, fraud and violence will not be tolerated, and it prevents conflicts of interest. This code applies to all employees and volunteers.

To optimise employee travel from head office to our countries of intervention, the association has clarified the administrative, financial, and health and safety provisions in place. The importance of good preparation for missions, so that the necessary authorisations can be obtained from the local authorities and health and safety risks, as well as the costs incurred, can be minimised, is reiterated. These provisions apply to all employees and volunteers.

## RECRUITMENT, INTEGRATION, AND MONITORING OF PROGRESS IN LINE WITH THE ORGANISATION'S DEVELOPMENT

Induction sessions allow all new starters to identify the association's strategic focus areas and the founding values of the associative project, and to understand the association's organisational structure.

## CONSOLIDATION OF THE ASSOCIATION'S LEVEL OF EXPERTISE

Training activities for employees at head office and in the countries of intervention continue to enhance their level of expertise and professionalism, to the benefit of our operational and institutional partners. In 2018, the focus was on training in our association's working languages (English and French) and on developing management skills.

## THE BOARD OF DIRECTORS AND THE ANNUAL GENERAL MEETING

The association is governed by a Board of Directors composed of 13 elected members, all volunteers, who assume personal responsibility. They meet several times a year to decide on the association's strategic and budgetary direction and to monitor the implementation of the annual action plan. Members and directors met on 2 June 2018, at the Annual General Meeting, to vote on the 2018 objectives. At the Annual General Meeting, the Chair's report, progress report and financial report were all unanimously adopted. Asmae's policy plan, "Rebellion and Commitment", which reaffirms the association's values, actions and method of intervention, was presented and adopted by all the participants and then distributed in our territories of intervention.

## VOLUNTEERS: THE LIFEBLOOD OF THE ASSOCIATION

Asmae hopes to offer citizens the opportunity to make a commitment for a fairer world through volunteering. Our volunteers have a major role to play in the implementation of our social mission and as representatives of Asmae within civil society.

## VOLUNTEERS AT HEAD OFFICE AND LA CHRYSALIDE

About twenty volunteers provide the association with valuable daily assistance through administrative, accounting and finance tasks as well as sponsorship management. Their daily support and the skills they lend to the association are valued at €22,267.

## REGIONAL REPRESENTATIVES

This year, in our 2 regional teams (Grand Ouest and Lorraine), ten or so volunteers collected over €4000 and raised awareness about Asmae's work among the public through exhibitions and taking part in local and national events, including the Course des Héros race.



Thank you to all our volunteers!

# FINANCIAL REPORT

As part of its 2014-2020 plan, which has a financial objective of returning to break even by 2020, Asmae is deploying a strategy aimed at improving the impact of its work with children and their families as well as its support for partners. It is also strengthening its own technical and financial capacities.

INCOME (€)	2018	2017	VARIATION
<b>I - Income collected from the public</b>	<b>3,168,522</b>	<b>3,172,280</b>	<b>-0,1%</b>
<b>I.1 Donations</b>	<b>2,077,538</b>	<b>1,760,571</b>	<b>18%</b>
Non-allocated donations by hand	1,782,898	1,415,606	
Allocated donations by hand	146,169	135,236	
Sponsorship	148,471	198,548	
Association events		11,181	
<b>I.2 Other revenues from fundraising from the public (bequests and gifts)</b>	<b>1,090,984</b>	<b>1,411,709</b>	<b>-23%</b>
<b>2 - Other private funds</b>	<b>187,784</b>	<b>365,586</b>	<b>-49%</b>
Allocated France	22,076	112,003	
Allocated overseas	165,708	198,220	
Non-allocated	0	55,364	
<b>3 - Grants and other public aid</b>	<b>2,055,547</b>	<b>2,152,648</b>	<b>-5%</b>
Allocated France	1,596,347	1,640,947	
Allocated overseas	459,200	511,701	
<b>4 - Other revenues</b>	<b>272,719</b>	<b>215,006</b>	<b>27%</b>
Operating income from Bobigny	100,368	119,243	
Membership fees	1,800	4,330	
Other management revenues	52,392	37,732	
Interest income	118,159	32,842	260%
Non-recurring revenues		20,860	
<b>I - Total income for the year entered in the income statement</b>	<b>5,684,572</b>	<b>5,905,521</b>	<b>-4%</b>
<b>II - Reversal of provisions</b>	<b>12,500</b>	<b>15,316</b>	
<b>III - Unused allocated income carried forward from previous years</b>	<b>405,248</b>	<b>205,999</b>	<b>97%</b>
Donations by hand carried forward		28,558	
Unused grants carried forward	405,248	177,441	
<b>IV - Variation in dedicated funds collected from the public</b>			
<b>V - Shortage of income for the year</b>	<b>1,452,765</b>	<b>429,781</b>	<b>238%</b>
<b>TOTAL</b>	<b>7,555,085</b>	<b>6,556,618</b>	<b>15%</b>

## EXPLANATIONS

The following key points emerge for 2018 regarding revenues (I + II + III), with a slight decrease compared to 2017 (+0.8%):

- The strong growth in donations collected from the public (+18%), resulting from major investment in communication and fundraising for the campaign to mark the 10th anniversary of Sœur Emmanuelle's death, compensates for a significant drop in the volume of gifts (-23% life insurance and bequests received compared with 2017) and also the drop in funds from sponsorship (-25%).
- A slight decrease in public grants (-5% compared to 2017) obtained for our projects in France (-3%), while funding for our social mission overseas showed a decline of 10%, mainly linked to delays in implementing the funding.
- The proportion of our total income collected from the public is stable compared to 2017, at 55%.

The work to consolidate the structuring and organisation of our head office and local offices, combined with the campaign to mark the 10th anniversary of Sœur Emmanuelle's death, resulted in a 15.2% increase in our expenditure (I + II + III) in 2018.

- The social mission increased by 2%, with a slight growth in projects implemented overseas (+2%) and, in France, an increase in activity for the Divers-Cité programme (+16%) and an increase in expenditure of +6% for the mother-and-child centre in Bobigny.
- Fundraising (+36%, i.e. +€277K) was a major area of development in 2018 in connection with the 10th anniversary campaign. The immediate results were demonstrated in the volume of donations from the public (+€378K), with medium- to long-term effects expected as loyalties are developed. The communication expenses generated by this campaign (+120%) also contributed to this very good result.
- Management costs increased by €171K, notably because of the managerial positions that were filled (Assistant Director General and Administrative and Financial Director).
- As such, the proportion of expenditure allocated to our social missions automatically decreased. In 2017 it was 77.6%; it is 68.6% for 2018.



EXPENDITURE (€)	2018	2017	VARIATION
<b>I - Social missions</b>	<b>4,859,665</b>	<b>4,762,497</b>	<b>2%</b>
I.1 Projects overseas	2,662,952	2,619,814	
Activities carried out directly	1,477,553	1,149,800	
Payments to partner organisations	558,357	628,323	
Support for projects overseas	627,042	841,690	
I.2 Activities carried out in France - Activities carried out directly	2,037,389	930,452	
La Chrysalide (Mother and child centre in Bobigny)	1,742,623	1,645,234	
"Les Petits Pas" (Small steps) (Bobigny) -	24,270	56,089	
Divers-Cité	217,846	188,319	
Support for projects in France	52,651	40,811	
I.3 Public awareness-raising	159,324	212,231	
<b>2 - Fundraising costs</b>	<b>1,042,179</b>	<b>764,494</b>	<b>36%</b>
2.1 Costs of fundraising from the public	897,768	595,903	
Costs of calls for and processing of donations	802,485	544,034	
Costs of calls for and processing of bequests	92,058	23,650	
Costs of other forms of fundraising from the public	3,226	28,220	
2.2 Costs of seeking other private funds	69,224	76,644	
2.3 Costs of seeking grants and other public aid	75,187	91,946	
<b>3 - Operating expenses</b>	<b>1,180,618</b>	<b>613,090</b>	<b>93%</b>
Current operating expenditure	1,123,597	589,948	
Information and communication expenses	664,737	302,575	
Management costs	458,860	287,373	
Other expenses	57,021	23,142	
Financial expenses	54,591	22,528	
Non-recurring expenses	2,430	614	
<b>I - Total expenditure for the year entered in the income statement</b>	<b>7,082,462</b>	<b>6,140,081</b>	<b>15%</b>
<b>II - Provisions</b>	<b>77,728</b>	<b>111,388</b>	
<b>III - Outstanding commitments from allocated income</b>	<b>394,895</b>	<b>305,148</b>	<b>29%</b>
Outstanding commitments from allocated grants	394,895	305,148	
<b>IV - Surplus income for the year</b>			
<b>TOTAL</b>	<b>7,555,085</b>	<b>6,556,618</b>	<b>15%</b>

## NOTE

The statement of income and expenditure presented in this report has been approved by the Statutory Auditor and was validated at the Annual General Assembly on 25 May 2019. In accordance with the law, an annex specifies the method used to draw up the statement of income and expenditure. This annex is available on request or for download from the association's website.

## VOLUNTEERING AND GRATUITOUS SERVICES

Volunteering and gratuitous services provided by professionals or organisations help the association to keep its operating costs down. The amount thus saved is estimated at €222K, corresponding to the participation of some 51 volunteers (6937 hours), and €1.1M in gratuitous services received during the campaign to mark the 10th anniversary of Sœur Emmanuelle's death.

Valuation of voluntary contributions in kind	2018	2017
Valuation of volunteering	222,267	404,490
Valuation of services in kind	1,110,000	167,774
<b>TOTAL</b>	<b>1,332,267</b>	<b>572,264</b>

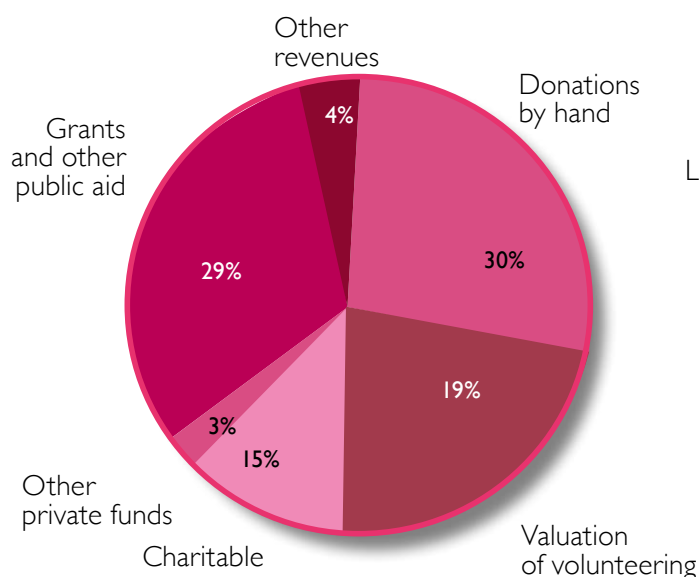
## REMINDER

The association's accounts are kept by the accounting firm Action Expertise and audited by the firm Pouget et Soubirous. The budget is drawn up and monitored by the Executive Director under the supervision of the Treasurer and the Chair. Payments to partner organisations are transferred to the accounts of the local organisations with which we work.

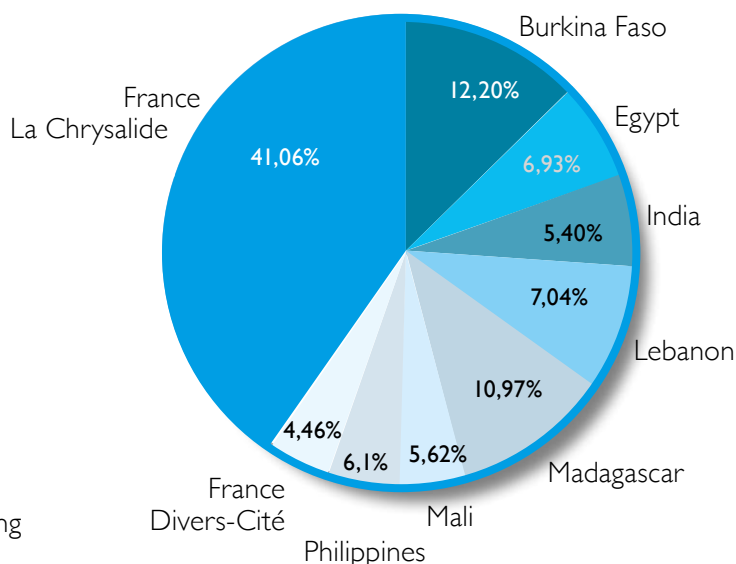
	2018	2017
Level of donations allocated to the Social Mission	68,6%	78,3 %
Fundraising costs / Total income for the year	18,3%	12,9%
Support expenses for France / Projects overseas	23,5%	32,1%
Ratio of costs of fundraising from the public / Revenues from the public	28,3%	18,8%

# FINANCIAL REPORT

## DISTRIBUTION OF INCOME

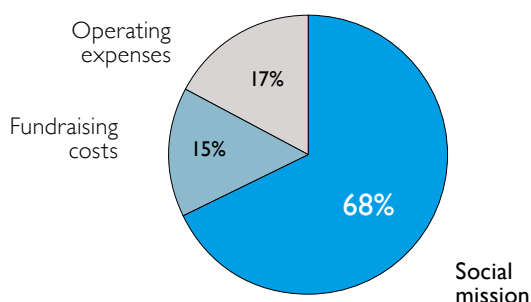


## DISTRIBUTION OF EXPENDITURE BY PROGRAMME

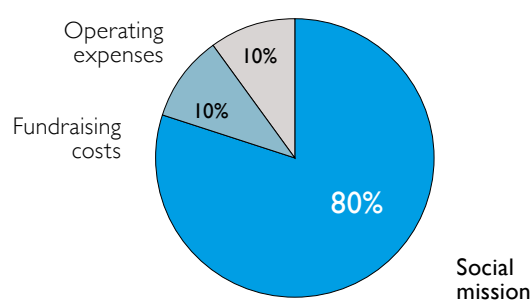


## ASSIGNMENT OF THE GENEROSITY OF THE PUBLIC

2018



HORIZON 2022



In 2018, the ratio of use of public generosity was impacted by the investments planned as part of the 2015-2020 strategic plan. 2018 was also marked by the 10-year-old campaign. Asmae is aware of this ratio being below its objectives, therefore it has decided to review its organisation at head office and in countries. Results will be visible as of 2020.

As of 2019, Asmae conducts an overhaul of its structure which will have an impact by 2020 so that the ratio is brought to 80%.



### Trust and transparency

Asmae has been granted the "Giving with confidence" label by the Charter Commission, which ensures donors are respected. This label means that Asmae satisfies the four main principles of "Giving with Confidence": Respect for the donor, transparency, integrity and lack of self-interest, quest for efficiency.

BALANCE SHEET (€)	2018	2017	VARIATION
<b>ASSETS</b>			
SUB TOTAL Fixed assets	888,582	534,327	40%
Tangible and intangible assets	418,237	318,709	
Financial assets	470,345	215,618	
SUB TOTAL Current assets	6,011,446	7,744,751	-29%
Inventory and work in progress	0	0	
Accrued assets	453,619	1,007,545	
Investments and cash assets (I)	5,476,170	6,692,153	
Deferred charges	81,656	45,053	
<b>TOTAL</b>	<b>6,900,028</b>	<b>8,279,078</b>	<b>-20%</b>
<b>LIABILITIES</b>			
SUB TOTAL Association funds and reserves	5,053,434	6,522,198	-29%
Association funds and reserves	6,923,073	6,923,073	
Income controlled by financing third parties	143,320	169,996	
Retained earnings	-560,195	-141,090	
Loss for the year (2)	-1,452,764	-429,781	
SUB TOTAL Debts	1,846,594	1,756,880	5%
Provisions	50,076	50,576	
Dedicated funds	430,479	440,832	
Other debts	1,307,064	1,148,786	
Deferred revenue	58,975	116,686	
<b>TOTAL</b>	<b>6,900,028</b>	<b>8,279,078</b>	<b>-20%</b>

## EXPLANATIONS

- 1- The reserves of the association have decreased due to the deficit recorded in 2018. However, the association still has significant reserves allowing it to conduct its strategy.
- 2- A threshold of reserves of €4M to be observed has been set in order to work on balanced accounts. This threshold will be re-evaluated according to the budget revision conducted during 2019.
- 3- Though the deficit recorded had been anticipated, it proved to be more significant than expected.

## FINANCIAL PARTNERS

Many thanks to all the institutions, companies and foundations that support us!



### Other Companies and foundations

A.L.S.E Electronics, Klamecki Alexandra Umana, Le Maillon, FDF - Le Maillon, Fondation Idkids, Fondation Sisley D'Ornano, Fondation Illis, Fondation Claire et Francois pour l'enfance, Fondation Vinci pour la cité, Fondation Éveil et Jeux, FROMI, Saphir SAS







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Association formed under the French law of 1901  
– Recognised to be of public interest –  
Authorised to receive bequests

