



Asmae Association
Sœur Emmanuelle

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COVID

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EDITORIAL

Asmae faces an emergency and looks to the future

We are responding to the emergency caused by the COVID-19 pandemic

At the time of writing, our planet is experiencing an unprecedented crisis, the consequences of which are still unknown. Many countries, including France, are in lockdown, and economic activity has slowed to a crawl, while health services are on the brink of saturation.

My thoughts are with all our donors and their families, who I hope will not be affected by the virus.

In the midst of the COVID-19 crisis, all our teams have been mobilised to ensure that our projects continue and to carry out emergency actions in France and overseas. These actions will save lives in the coming days and weeks: distributing hygiene kits and food, providing emergency accommodation, raising awareness of ways to prevent transmission, and so on. Our beneficiaries are among the most vulnerable, because they have to go out every day to earn money to feed their families. They do not generally have access to water to wash their hands or an adequate health system to deal with the threat. I would also like to offer my sincere thanks to all of Asmae's teams, at head office and in the field, in France and overseas, as well as our partners, for their incredible commitment in this fight. Since the start of the crisis, the unprecedented mobilisation of everyone involved with our association has shown me that Asmae has a tremendous capacity to act and to fight injustice, even in an emergency.

Our organisation and its operation will be severely disrupted for some time. This is an opportunity to reconsider our models, working together to change the way we work and, undoubtedly, come up with new acts of solidarity. There will be a before and an after COVID-19; it is up to us to think about what comes next and put it into practice.

Our Director General hands over the reins after 30 years, including 17 alongside Sister Emmanuelle



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From 1991 to 2008, **Catherine Alvarez** was Sister Emmanuelle's closest collaborator. From projects in the field to TV appearances, Catherine supported and advised Sister Emmanuelle as she developed Asmae. Selected and recruited by Sister Emmanuelle herself, Catherine Alvarez was tasked with developing Asmae globally and professionalising the association to respond to changing needs. Under her management, Asmae went from being a small association to an international NGO, recognised worldwide for its projects and expertise.

Catherine will retire in July 2020. She will join the Board of Directors in September, and will continue to manage bequests, donations and life insurance on a voluntary basis. On behalf of the directors and teams, I would like to pay a warm tribute to her for her personal and professional commitment.



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She was succeeded on 1 May by **Adrien Sallez**, who has been working with her for 10 years. Adrien has made a huge contribution to Asmae's redevelopment, particularly in relation to raising awareness of children's rights, the association's branding and developing resources. As Director of Communications, Awareness and Resources, he has an excellent understanding of the challenges and strategies to be developed. He has the full confidence of the Board of Directors to take on the association's new challenges.

We are more united and ready to act than ever in the face of these hardships. You can count on us.

Thank you for your loyal support.

Denis Legat, Chair of the Board of Directors



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

For 40 years, Asmae has been continuing the work of its founder, following 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 do this, Asmae also works to support families, with their environments in mind.
- To increase the capabilities of local stakeholders 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 disseminate.

Our values

- Trust ● Engagement
- An Ideal of Justice ● Freedom
- Respect ● Solidarity

Asmae in figures

- 50,000 beneficiaries (children and families) through 52 projects in 6 countries
- 730 sponsors
- 37 partner associations
- 128 professionals worldwide
- 38 volunteers



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FACING THE CRISIS: ASMAE IN THE FIELD

The start of 2020 has been marked by the COVID-19 epidemic that has spread around the world. As a result, all activities, both in France and in each of our countries of intervention, have had to be reorganised to adapt to the situation.

The crisis and its consequences

The current health crisis has turned the everyday lives of millions of people around the world upside down. The groups with which Asmae works, those living in the greatest deprivation or on the street, are among the groups most at risk from the epidemic. Lockdown and closures of schools and learning facilities were the first measures to severely restrict the work of Asmae's partners. All Asmae employees began working remotely, maintaining regular contact among themselves and with partners, as well as beneficiaries of our programmes. The challenge was to provide training and support remotely, but also to adapt to respond to new urgent needs while continuing to act to

meet core needs. In Burkina Faso, reading classes and community libraries closed and help for children with disabilities was affected.

For those in the greatest difficulty, it has become harder to access water, and for many, it is difficult to adhere to preventive measures. These children and their families are particularly exposed to the risk of infection. The overpopulation of refugee camps means that individuals are in close proximity. Gaining access to health services, which is usually difficult, has become impossible. *"Children and their families living on the street are among the poorest people in the country; even in normal circumstances, they do not have access to basic health care, education, decent housing or social protection. During lockdown, their situation has*

got much worse," reports Michael E. Bismar, Asmae representative in the Philippines.

There are economic threats, too: *"Most [children] do informal work such as washing laundry, carrying water or selling salvaged items,"* explains Chloé Sueur, Asmae representative in Madagascar. In fact, many of our beneficiaries rely on daily work. The measures implemented by governments have changed their habits and, most importantly, their sources of income.

Asmae's emergency response

Under these very difficult circumstances, Asmae endeavours to fight every day to ensure that our projects to support the most vulnerable people can continue and to provide emergency solutions.

Asmae and its local partners have created numerous actions adapted to the situation in each country – distributing food, hygiene kits and masks. A response is provided for each group of the population. As a result of all these actions, we have been able to help 1,500 families with priority emergency operations. In Madagascar, for example, where many people do not have running water, jerry cans with taps have been distributed to guarantee a minimum store of water per family and to allow them to wash their hands several times a day. Another important action has been awareness campaigns aimed at families on how to prevent transmission. Distance learning programmes are also being run so that education is not interrupted. In the Philippines, it has been possible to house homeless families who have expressed a need for shelter, despite the fears of landlords, who are not accepting new tenants because of the fear of infection.

Distributing food and hygiene kits to street families in the Philippines.



© Véronique Lecomte

To find out more, visit www.asmae.fr or our social media channels.

FRANCE - YALLATOIR: A LOOK BACK ON FRANCE'S FIRST CHILDREN'S RIGHTS TOUR!

In 2019, as it entered its fifth year of operation, the “Yalla! For children’s rights” project took on a whole new scale. Shifting from a regional to a national scope, the project team travelled across France meeting schools and companies, to raise awareness of children’s rights using fun and innovative tools and activities.

A programme devised and created by Asmae

The “Yalla! For children’s rights” project is a citizenship and international solidarity education programme. It was devised and created by Asmae with the aim of raising awareness and mobilising people around children’s rights. Essentially implemented by young volunteers on civic service placements, the project involves

teams travelling around schools, but also companies, because the issue concerns adults, too. There are multiple objectives for the children and young people: knowing and understanding their rights, becoming aware of inequality in the application of these rights and becoming actively involved in solidarity. In 2019, almost 200 workshops and 300 hours of activities were run by the “Yalla! For children’s rights” team.

2,300 children trained in 14 towns and cities across France

2019 was the 30th anniversary of the creation of the International Convention on the Rights of the Child. Asmae decided to mark the occasion by organising a children’s rights tour of France. From Alsace to Provence, a bus decked out in Asmae’s colours travelled around France for a month. In order to appeal to as

Sarah and Michaëlle, volunteers on civic service placements, on an awareness-raising day as part of the “YallaTour”.





Awareness-raising session in a school as part of the "YallaTour".

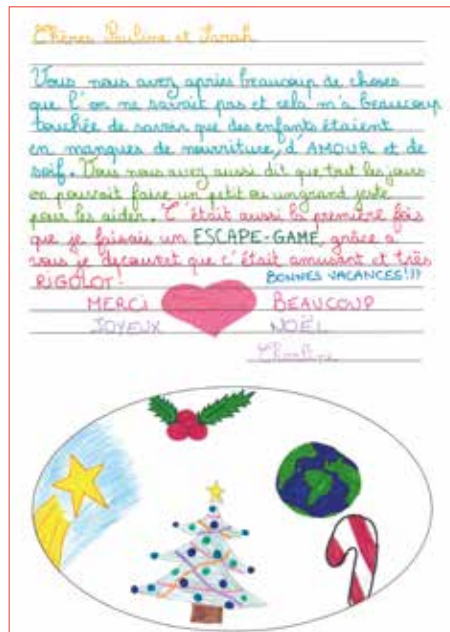
many people as possible, new teaching tools were created, including a mobile escape game, which was a great success. The game was designed and created entirely by our teams. Based on active and participatory teaching, the aim of all the tools is to inform, challenge and give people the chance to speak. The children felt involved and were able to understand the challenges surrounding children's rights: "We are talking about children's rights, so of course we feel involved. We need to keep raising awareness — it's very important," explains Sara, from Solignac secondary school. Omar, too, confides: "I thought children's rights were a lot better applied around the world. I was shocked to learn that child soldiers exist." In just one month, the project team met more than 2,300 children, young people and adults in 14 towns and cities.

Messages picked up by the media

The press were also interested in the operation, and several national channels including BFMTV and France TV interviewed our teams, giving our work an extra platform. These messages were also picked up by the regional press, which therefore played a role in publicising the association's mission and work.

Now, we are looking to the future and the possibility of reusing this model in our countries of intervention so that we can raise awareness among children around the world of their rights.

SOME TOUCHING EXAMPLES OF TESTIMONIALS FROM CHILDREN FOLLOWING OUR INTERVENTION



The national and regional press were interested in the operation and covered the tour of France in various articles: La Vie, November 2019



FUNDRAISING A SURVEY: GETTING TO KNOW YOU BETTER



Last September, we invited you to respond to a major consultation. To help us get to know you better, the survey asked about Asmae's areas of intervention, but also the countries in which we operate, our communication tools and our transparency, so that we can work better together.

Many of you responded, for which we are very grateful. So, how is such a consultation useful for you? Your responses help us to adapt our communications to give you a better understanding of Asmae's work in the field.

Recognise yourself?

75% of you are female. Almost half found out about the association through an appeal by Sister Emmanuelle (42%).

Your priority is caring for at-risk children

The causes you support with us that you consider to be priorities are care for at-risk children, early childhood protection and education, and prevention of school drop-out and underachieving.

The thing you like most about Asmae is that, as Sister Emmanuelle wished, we are continuing her fight to support the most deprived communi-

ties, providing them with education and protection.

Our newsletters and postal appeals for donations are very popular and, as requested, we will send you more testimonials from the field and results of specific actions. We are also thinking about how to improve our appeal cycles, because some of you said you would prefer to receive fewer messages.

In Burkina Faso on Giving Tuesday.





In Burkina Faso on Giving Tuesday.

You are highly engaged donors, who are prepared to help us even more

75% of you are prepared to increase your donations, and we received almost 300 offers to volunteer* and provide us with specific, day-to-day help.

Online, more than 200 donors are willing to share our information on social media, helping to bring Asmae's message to life.

Getting involved in Asmae's work is making a contribution, too. As such, 165 people are thinking of carrying out a fundraising activity, and we received 270 responses from people who are interested in country sponsorship.

Finally, many of you are mindful of the expenses linked to donations and the use of paper under the specific environmental circumstances. Asmae is conscious of the expenses incurred in collecting funds. Our

donations department is here for you and can change the communications you receive at your request. We have also started to think about how to reduce the number of letters we send. Thank you for your patience and understanding as we make these improvements.

You sent us many messages of encouragement and congratulations. Please accept our heartfelt thanks for that; it helps us to continue putting all our efforts into serving our cause.

*We have not been able to respond to all offers. We are currently looking for volunteers in Île-de-France.



FUNDRAISING

We would like to send a special message of thanks to our donor Marie-Madeleine. She organised a collection for Asmae to celebrate her 100th birthday.

**Thank you.
Solidarity has no age!**

PROJECT STATUS UPDATE

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

Burkina Faso "Grandir ensemble" (Growing up together) project

The return to school has provided an opportunity to welcome children into three preschool classes. A large number of these pupils have disabilities, so educational and play activities have been adapted. Social support has also begun, and meetings have already been held with 24 families and children. Finally, networking has begun between educators, allowing them to identify where improvements are needed within the area of inclusive preschool education.

The second quarter will see the development of campaigns to raise awareness of, and identify and screen for, visual impairments in collaboration with the Centre National de Lutte contre la Cécité (National Centre for Combating Blindness), which will include providing care and social support for the children identified.

Those involved in the project will continue to be supported throughout the second quarter.

We can therefore conclude that the "Grandir ensemble" project has got off to a good start, with both beneficiaries and those involved in delivering the project showing great engagement.

3 QUESTIONS FOR THE FOND' ACTIONS IDKIDS COMMUNITY



Cécile Delivre – General Delegate
of IDKIDS' Dotation funds

Why did you decide to support Asmae?

The IDKIDS Community endowment fund decided to support Asmae because of its commitment to protecting children's rights. The "Fond'actions" works to help the most fragile children and families. Alongside Asmae, it supports the La Chrysalide mother-and-child centre in the Bobigny area of the Paris region, which supports young mums in difficulty. The Fond'actions and Asmae also both carry out work internationally.

What does this partnership bring to your foundation?

With this partnership, the endowment fund is putting itself in a position both to support the most fragile members of society and to spread awareness of children's rights among young people. Asmae's values are very similar to those of the Fond'actions IDKIDS Community, and both organisations also support the same education project in the slums of Madagascar. An escape game was created on the subject of children's rights, and the content provided by Asmae was very worthwhile.

Why is children's rights an important subject for you?

The Fond'actions works to support children's rights because they represent all the basic requirements for a child's development. Our work in France and in the poorest countries in the world is based on protecting these rights: education, support for parents and early learning for young children. The escape game, created with the Okaïdi brand and Asmae, is a fun educational tool. The mini-donation drive in Okaïdi stores also provides an opportunity to mobilise customers, talk about Asmae and spread the word about children's rights more widely.

SPONSORSHIP: TAKE ACTION AGAINST POVERTY

Sponsorship programmes are in place with our local partners, who take care of setting up sponsorships directly. They identify projects that need financial support to help children with their schooling or to support those experiencing major difficulties. They then provide regular monitoring and support for the children, with the help of our representatives in the field. We have opted for group sponsorship, which allows us to standardise the support provided to all the children, to make things fair. As a sponsor, you will receive news from the field, photos and testimonials from children or professionals in the field, as well as background about the situation in the country.

To find out more about sponsorship,
you can contact our donations department on +33 (0) 1 70 32 02 63 or at service.donateurs@asmae.fr.

Asmae is an association formed under the French law of 1901.
Recognised to be of public interest and authorised to receive bequests,
donations and gifts.

Find all our latest news at: www.asmae.fr

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