



Asmae Association  
**Sœur  
Emmanuelle**



# ANNUAL REPORT 2023





# EDITORIAL

*Our work to support children and young people is taking place in a context of significantly greater needs*

Supporting the most vulnerable children and young people to help them build a better future – both for themselves and as a group, and often in tough or even deteriorating situations – is what Asmae and our partners strive to do “in the footsteps” of our founder Sister Emmanuelle, both internationally and at home in France. This vocation, a living legacy of our founder, manifests itself in our work, some of which you’ll be able to read about in more detail in this annual report.

In 2023, our donors’ and partners’ continued trust allowed us to continue this work. **80,000 children and young people benefitted!** This rapidly growing figure, however, covers a multitude of realities, depending on the projects involved. For some, it means extensive one-to-one support. For others, it means broader awareness-raising activities. Alongside educating and protecting children, our efforts in helping young people integrate socio-economically and responding to emergency situations are gathering momentum. In Lebanon, Egypt and Burkina Faso, hundreds of thousands of people – mostly women and children – have been forced to flee armed conflict. Conflict that doesn’t discriminate between adults and children.

2023 was also a year that saw **projects launched in Ivory Coast**, not far from the border with Burkina Faso.

Beyond the numerical facts and figures, **I want to highlight the quality of the work done by Asmae’s teams.** Let me give you three examples. First, the growing consideration of gender equality in our projects. Second, the rollout of our Child Protection Policy. And third, the ramping up of our project monitoring & assessment system.

All that being said, these positive steps shouldn’t mask our concern about the growing number of crises around the world. To respond to such emergencies, we need a fair and united France. Fair, so we can disentangle the challenges of bilateral cooperation between countries in terms of international solidarity efforts, and united, so we can play our part in supporting the most vulnerable populations. To be clear, **we’re calling on the French government to stick to its budgetary commitments when it comes to international aid.**

On a happier note, 2023 saw Faustine Bollaert – France’s favourite television presenter – join our ranks, as she became a patron to our association. We were also delighted to see a survey that found **Sister Emmanuelle was voted the second most impactful woman on the French!** Our founder clearly remains an icon when it comes to commitment and an inspiring figure.

On behalf of the board of directors, the Asmae teams working on the frontline, and especially our beneficiaries, I want to thank you for your continued support and trust.

**Catherine Larrieu**  
Chair



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## Key figures

**75,800** BENEFICIARIES

**8** COUNTRIES OF INTERVENTION

**45** PARTNER ASSOCIATIONS

**26** PROJECTS

**148** PROFESSIONALS WORLDWIDE

**39** VOLUNTEERS

**21,100** DONORS

**43** YEARS OF EXPERIENCE IN THE FIELD

## OUR VALUES

Openness and closeness  
Pragmatism  
Acknowledging differences  
Professionalism  
and reciprocity

In accordance with our values of equality and non-discrimination, Asmae strives to communicate in an inclusive manner. When reading this report, please note that all terminology used (“child”, “young person”, etc.) should be understood to include everyone, regardless of gender. Any gendered language should be understood to refer to people of all genders. No discrimination is in any way intentional.



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## ASMAE IN BRIEF

At retirement age, Sister 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 work in other countries.

Today, Asmae keeps Sister Emmanuelle’s fight alive, helping children become free men and women. It’s a non-religious, apolitical, state-recognised association, committed to education, child protection and the socio-economic integration of young people, both internationally and at home in France.

Asmae’s vision, passed down from Sister Emmanuelle herself, is best expressed as having true faith in human beings. Like her, we share the belief that everyone should have control over their own life. And that everyone can change society. Our work is based on the recognition of otherness, because we believe it’s an asset.

Sister Emmanuelle also taught us that it’s the poorest people in life we need to support. A pioneer of local development, she was already working with parents to convince them to send their children to school. Asmae believes solutions come from people themselves. That’s why we’ve developed an innovative and unique model for action, systematically strengthening the work done by local structures and people, providing long-term, tailor-made support in a climate of mutual respect and reciprocity. Our method of intervention in the field is based on the potential of each individual. It involves adapting to every context and every situation.

### 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 and youth development through a global approach. To achieve this, Asmae also works to support families.
- To increase the capabilities of local people and structures working in the area of child and youth development, strengthening the synergies between them to maximise their social impact.
- To champion children’s and young people’s causes by raising awareness and speaking out.
- To experiment, expand and share information.

### OUR CROSS-SECTORAL APPROACHES

The cross-sectoral approaches that drive our efforts are based on four key pillars:

**An approach based on the rights of the child**, recognising specific rights for children and underlining the obligations of responsible stakeholders (families, institutions, etc.) to guarantee access to these rights and their protection.

**Promoting gender equality**, ensuring that every child and every young person has the same rights, whatever their gender.

**Participation**, which makes children and young people stakeholders in their own development and the changes happening in society.

**Inclusion**, which makes it possible to take the specific needs of every child into account and offer services adapted to even the most vulnerable, including children with disabilities, so that nobody is excluded.

# THE WORK OF ASMAE AND OUR PARTNERS AROUND THE WORLD

## FRANCE

### Yalla! For children's rights!

14,700 pupils and 60 adults educated

- 116 partner institutions
- 668 classes taught
- 9,000 children signed up to the "À l'école des droits de l'enfant" (Children's rights school) digital platform

#### Background

- 62% of children are not aware of the existence of the International Convention on the Rights of the Child<sup>(19)</sup>
- 5% of 8-9-year-olds in primary schools, 2% of middle school pupils and 2% of high school pupils say they're scared to go to school because of one or more pupils<sup>20</sup>

#### Project team

2 professionals and 3 volunteers/trainees in civic services

## FRANCE

### La Chrysalide

25 young women (aged 18-26) and their 41 children (aged 0-6)

44 children looked after in the crèche

#### Areas of intervention

- Access to quality education
- Protecting children against all forms of violence and exploitation while promoting their well-being

#### Background

- 48% of the homeless population are women aged 18-29<sup>21</sup>
- 85% of single-parent families are led by women<sup>22</sup>

#### Project team

32 professionals

## FRANCE

### Espace Petits Pas

2,700 children and 1,700 families

#### Areas of intervention

- Access to quality education
- Protecting children against all forms of violence and exploitation while promoting their well-being

#### Background

- 42,000 children are homeless<sup>23</sup>
- 20.2% of children live below the poverty line in France<sup>24</sup>

#### Project team

6 professionals and 2 trainees

## BURKINA FASO

41,800 beneficiaries

#### Areas of intervention

- Access to quality education
- Protecting children against all forms of violence and exploitation while promoting their well-being

#### Background

- 40.3% of children carry out economic activities, and for girls, that figure has increased by 10% since 2006 (44%)<sup>4</sup>
- 51.4% of children and teenagers aged 6-17 weren't in school in 2019 (including 48.1% of girls)<sup>5</sup>

#### Project team

15 professionals

## IVORY COAST

75 beneficiaries

#### Areas of intervention

- Protecting children against all forms of violence and exploitation while promoting their well-being
- Vocational training and integration

#### Background

- 86.5% of children experience violent forms of discipline from a very young age<sup>1</sup>
- 46.3% of the population in Ivory Coast lives below the poverty line<sup>2</sup>
- 22% of children aged 5-17 are engaged in child labour (economic activities and household chores)

#### Project team

4 professionals

## LEBANON

2,250 beneficiaries

#### Areas of intervention

- Access to quality education
- Vocational training and integration
- Protecting children against all forms of violence and exploitation while promoting their well-being

#### Background

- 26% of households say their school-aged children don't go to school
- 31% of young people aren't in education, training or employment<sup>4</sup>

#### Project team

10 professionals

## EGYPT

2,750 beneficiaries

#### Areas of intervention

- Access to quality education
- Vocational training and integration
- Protecting children against all forms of violence and exploitation while promoting their well-being
- Living alongside each other in a sustainable and peaceful world
- Emergencies

#### Background

- 38% of the population is under 18 years old, that's 42.9 million people<sup>10</sup>
- Over 317,000 refugees who fled the conflict in Sudan are facing growing hardships in Egypt<sup>11</sup>

#### Project team

16 professionals

## INDIA

280 beneficiaries

#### Areas of intervention

- Vocational training and integration
- Protecting children against all forms of violence and exploitation while promoting their well-being

#### Background

- 20% of children aged 6-14 in India aren't in school<sup>17</sup>
- 27% of girls living in India are married before they turn 18<sup>18</sup>

#### Project team

Remote support for partner colleagues from Asmae head office

## PHILIPPINES

4,600 beneficiaries

#### Areas of intervention

- Access to quality education
- Protecting children against all forms of violence and exploitation while promoting their well-being
- Living alongside each other in a sustainable and peaceful world

#### Background

- 1 in 5 children are victims of sexual violence every year<sup>25</sup>
- 1.5 million children live on the streets in Manila<sup>27</sup>

#### Project team

10 professionals

## MADAGASCAR

6,450 beneficiaries

#### Areas of intervention

- Access to quality education
- Protecting children against all forms of violence and exploitation while promoting their well-being
- Vocational training and integration

#### Background

- 14.2% of Malagasy children have never been to school<sup>8</sup>
- Just 7% of children aged 7-14 have basic maths skills

#### Project team

20 professionals



# Asmae Association SŒUR EMMANUELLE



# STILL ALIVE

Still alive = Toujours vivante



## Asmae's work

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### Networks and advocacy



# OUR AREAS OF INTERVENTION

Our association is committed to working alongside children and young people around the world. We play our part in building the world of tomorrow. Faced with the crises and inequalities affecting children and young people globally, we've set ourselves the target of consolidating our work in the field by 2030, expanding our areas of intervention with new areas of focus, and actively contributing to implementing public policies on children's rights and the integration of young people to help them realise their full potential.



## ACCESS TO QUALITY EDUCATION

- Preschool and early education
- Accessing and staying in the school system
- Support for quality teaching and learning
- Inclusive education
- Education in emergency situations

## VOCATIONAL TRAINING AND INTEGRATION

- Guidance on making the right personal choices
- Vocational training tailored to the jobs market
- Quality teaching
- Employability and personal skills
- Support with finding work and joining/contacting companies
- Post-training monitoring for young people
- Openness to the world and citizenship

## PROTECTING CHILDREN AGAINST ALL FORMS OF VIOLENCE AND EXPLOITATION WHILE PROMOTING THEIR WELLBEING

- Preventing violence and harmful practices
- Creating protective environments by strengthening child protection systems
- Tailored support for child victims of violence

## LIVING ALONGSIDE EACH OTHER IN A SUSTAINABLE AND PEACEFUL WORLD

- Encouraging children and young people to get involved and take responsibility
- Promoting civic engagement among children and young people: community initiatives, peer-to-peer learning, youth-led advocacy
- Encouraging social cohesion, conflict prevention and peace building
- Promoting gender equality
- Encouraging respect for the environment and combatting climate change

## OUR WORK OVERSEAS

## IVORY COAST AFRICA



**86.5%** of children experience violent forms of discipline from a very young age<sup>1</sup>

**22%** of children aged 5-17 are engaged in child labour (economic activities and household chores)<sup>2</sup>

**35.7%** of 15-29-year-olds aren't in education, training or employment<sup>3</sup>

### PROTECTING CHILDREN AGAINST ALL FORMS OF VIOLENCE AND EXPLOITATION WHILE PROMOTING THEIR WELL-BEING VOCATIONAL TRAINING AND INTEGRATION

#### Ongoing projects

- Young Agents of Change for the Future (J2A) | **20 beneficiaries**
- Early childhood protection and education (PEACE) | **55 beneficiaries**

#### Partners

Wo Pile Sanga, SOS Violence Sexuelles, Complexe Socio-Éducatif de Korhogo, Centre Social de Korhogo, Association d'Enfants et Jeunes Travailleurs de Korhogo, Anaed and Agence Emploi Jeunes (AEJ)

\*Number of beneficiaries counted from November 2023 onwards, when Asmae began working in Ivory Coast.



**75 beneficiaries**



### FOCUS ON

#### Improving the quality of child protection services in the face of a deteriorating security situation

In the Sahel region where armed conflict is ongoing, the security situation continues to deteriorate. On the borders with Mali and Burkina Faso, the northern regions of Ivory Coast and the people who live there – including over 27,000 Burkinabé refugees – have been badly affected. Throughout this large border zone, particularly in Korhogo, the biggest city in northern Ivory Coast, a great deal of protection issues have arisen for families and, especially, their children. Asmae decided to begin working in Korhogo in 2023 in order to help local and displaced people deal with a lack of social services and difficulties responding effectively to protection needs. The “PEACE” programme was introduced, alongside a whole series of activities to identify problems stemming from poor child development. This resulted in a comprehensive strategy, fully adapted to the needs identified. Group sessions have taken place, allowing participants to think about the various messages we want to convey in a theatre forum. Lots of ideas emerged, including those focused on child economic exploitation, with messages like “a child's place is in school” and “say no to violence against children”.

Our partners have also offered a variety of activities to help identify vulnerable children, such as “free drawing” activities, which give social workers the opportunity to make an initial assessment of a child's psycho-social needs.

Financial partner: private donor



Using Asmae's “Yam Wekre” teaching aid in a preschool class.



#### TESTIMONY Aminata, who took part in a mother-and-child awareness session as part of the PEACE programme

« Before the session on violence against children, we didn't know the social club existed, a place we can talk about our children's problems with qualified people. Now, we know where to go, or we can just call the numbers we've been given. When we watched the theatre performance with the children, we saw how we, as parents, need to keep an eye on our children. »



**40.3%** of children carry out economic activities, and for girls, that figure has increased by 10% since 2006 (44%)<sup>4</sup>

**51.4%** of children and teenagers aged 6-17 weren't in school in 2019 (including 48.1% of girls)<sup>5</sup>

**72%** of children living with a disability aren't in the education system<sup>6</sup>

PROTECTING CHILDREN AGAINST ALL FORMS OF VIOLENCE AND EXPLOITATION WHILE PROMOTING THEIR WELL-BEING  
ACCESS TO QUALITY EDUCATION

### Ongoing projects

- Growing Together – Phase 2 | **4,050 beneficiaries**
- Fulfilled Early Childhoods – Phase 3 | **8,580 beneficiaries**
- Early childhood protection and education (PEACE) | **5,200 beneficiaries**
- Making Young People Agents of Change (“Cap Jeunesse”) | **23,970 beneficiaries**

**41,800**  
beneficiaries

### Partners

Association Initiative Communautaire Changer la Vie/Nazemse (ICCV/N), Association des Jeunes pour le Bien-Être Familial (AJBF), Association Coalition des Initiatives Communautaires pour le Développement (ACICD), Association Deen Kanu (ADK), UN-ABPAM, ABAPE, Samenti, Centre National de Lutte Contre la Cécité, Centre d'Etudes et d'Appui Conseil en Travail Social (CEATS)

### FOCUS ON

#### Facilitating schooling and psychosocial development among displaced children

In Burkina Faso, because of the deteriorating security situation, the number of internally-displaced people is going up. In March 2023, 2,062,534 internally-displaced people were registered here, half of them children. In 2023, the country had a preschool enrolment rate of just 6.6%, with only three public crèches operating. As part of the Fulfilled Early Childhoods project, we continue to offer education and protection services within the host and displaced community, in particular, by sharing our innovative teaching aid, the “Yam Wekre” picture book. Made up of over 300 images covering 29 different topics, the book makes it easier for children to learn to read and write, an important part of any preschool education. In total, some 123 educational facilities have received training and been equipped with our picture books, which has led to positive outcomes in terms of improving the children's learning. The training received by professionals working within these structures has meant community activities could be introduced, such as a reading club for displaced and host children. This is one activity that takes place with the support of an innovative tool: the bibliomoto, a moto-tricycle that doubles as a mobile library, helping to give the children a real taste for the joy of reading. Early years workshops have also taken place, including creative singing, storytelling, language and dance classes, allowing the children to develop their psycho-social skills. Throughout the various activities on offer, cold snacks and hot meals are distributed by Asmae, helping to improve the children's diets, which have suffered as a result of the wider context. The project has adapted to the complex security situation and continues within the displaced community.



Project beneficiaries using the “Yam Wekre” teaching aid

Financial partners: the French Development Agency, Idea, the Société Générale Foundation, and the Hachette Pour la Lecture Foundation

### TESTIMONY Souleymane, 10, a beneficiary of the Fulfilled Early Childhoods project

« My parents fled the armed attacks on my village to take refuge in the town of Ouahigouya. Asmae and their partners have helped me make new friends and have fun through their activities, like the workshops and the reading club for children in my neighbourhood. They also paid for my surgery on my ruptured intestine at the Regional University Hospital Centre (CHUR) in Ouahigouya. »



**14.2%** of Malagasy children have never been to school<sup>7</sup>

Just **7%** of children aged 7-14 have basic maths skills<sup>8</sup>

**28%** of children aged 5-17 have to work<sup>9</sup>

ACCESS TO QUALITY EDUCATION  
CHILD PROTECTION VOCATIONAL TRAINING AND INTEGRATION

### Ongoing projects

- Strengthening children's social and educational inclusion (Ankizy) | **1,915 beneficiaries**
- Improving access to quality education and protection mechanisms (Mivelatra) | **2,695 beneficiaries**
- Making Young People Agents of Change (“Cap Jeunesse”) | **1,765 beneficiaries**
- Young Agents of Change for the Future (J2A) | **75 beneficiaries**

**6,450**  
beneficiaries

### Partners

International Association of Charities (AIC) Anosizato, Centre Betania Ankasina, Hardi, Manda, ONG Vahatra, Grandir à Antsirabé, Picot de Clorivière, L'Organisation de la Société Civile d'Antsirabe Pour l'Enfance (OSCAPE), Service de Préparation pour la Vie (SPV) Felana, Gazela, Graines de Bitume (GDB), Hafa, Picot de Clorivière et I-Votika.

### FOCUS ON

#### Strengthening vulnerable children's social and educational inclusion

In Madagascar, 1.5 million primary school-aged children aren't in school because of the gaps that remain in the education system. In order to guarantee sustainable access to schooling for these children, particularly those living on the streets, but also those with learning difficulties and/or those who have dropped out, Asmae has been running the “Ankizy” project in Antananarivo since 2016, which is now in its third phase. With our support during the second phase, the capacities of educational staff have been boosted. 23 educators have improved their practices in areas like literacy, preschool and socio-educational activities. Almost 1,164 children have been taught in preschool or literacy classes and have benefitted from holiday camps and school trips, as well as socio-educational activities, such as manual workshops. A number of integration measures have also been introduced, such as after-school tutoring programmes and personalised monitoring. At the same time, parents have been supported with managing and monitoring their children's education. For example, they've benefitted from parent education classes. They've also been made aware of the importance of their children's access to education. On another note, as part of the “Ankizy” project, our teams have developed a range of teaching aids to help children learn language and mathematical skills as part of their literacy and preschool classes. The “Sary Fetsy” picture book that we trialled in phase one has now been distributed in schools with the support of the Ministry of Education. Other preschool tools are being regularly updated. One, in particular, has a new focus on fighting gender stereotypes.



Distributing backpacks to young “Ankizy” project beneficiaries.

Financial partners: French Development Agency, Idea

### TESTIMONY Nicolette Robertine Ramanantenasa, 37, a teacher at our partner facility in Betania

« Asmae's support over the past 13 years has meant I've been able to benefit from increased capacities, discussions and sharing with other professionals. I've also taken part in designing and adapting teaching aids for children who are particularly vulnerable. Thanks to Asmae, I've made a lot of progress, both professionally and personally. In fact, I've become more independent, more curious, and more creative. »





**38%** of the population is under 18 years old, that's 42.9 million people<sup>10</sup>  
**93%** of children aged 1-14 have suffered physical or psychological abuse<sup>11</sup>  
 Over **317,000** refugees who fled the conflict in Sudan are facing growing hardships in Egypt<sup>12</sup>

ACCESS TO QUALITY EDUCATION VOCATIONAL TRAINING AND INTEGRATION  
 PROTECTING CHILDREN AGAINST ALL FORMS OF VIOLENCE AND EXPLOITATION WHILE PROMOTING THEIR WELL-BEING  
 LIVING ALONGSIDE EACH OTHER IN A SUSTAINABLE AND PEACEFUL WORLD

## Ongoing projects

- Integrating vulnerable young people with disabilities socio-professionally (YIEP) | **190 beneficiaries**
- Making Young People Agents of Change ("Cap Jeunesse") | **560 beneficiaries**
- A safer environment for children in the slums of Cairo – SEC (PEACE) **870 beneficiaries**
- The Sudanese emergency | Reducing stress and trauma resulting from the armed conflict and raising awareness of gender-based violence and child protection | **1,130 beneficiaries**

2,750 beneficiaries

## Partners

Basmat Amal, Kayan "Society For Persons with Disabilities", Life Vision For Development (LFVD), Egyptian Association for Comprehensive Development (EACD), Seti-Caritas, Caritas Egypt



## FOCUS ON

### The Sudan/Egypt emergency. Supporting refugee children and their mothers in Assouan

Following clashes between the army and paramilitary forces, Sudan was plunged into total chaos between April and August 2023. Almost 300,000 Sudanese citizens fled to Egypt amid the growing instability. The journey was perilous. No food or water, and to make matters worse, they were at the mercy of human trafficking networks. In response, we launched an emergency programme back in October 2023 in the governorate of Assouan. Most NGOs work to cover the Sudanese refugees' basic needs, such as housing, medical support and nutrition, but few programmes were in place in terms of raising awareness of violence against women and girls, or child protection. The main purpose of our intervention was therefore to reduce the stresses and traumas resulting from forced migratory journeys and to contribute to the psychological well-being of refugee women and children. It's about raising awareness within families of the different forms of child abuse and gender-based violence, and protection measures. Host communities are also made aware of available child protection mechanisms. In this context, different types of activities have been introduced. Almost 400 Sudanese mothers and 120 children have benefitted from awareness sessions on their rights, which allows them to defend them and report abuse. Individual psychological support sessions have also been provided. Asmae has also committed to training partner staff to boost their case management capacities and gender-based violence training.



An awareness session on child protection and its various mechanisms for Sudanese children

This project was funded by Asmae



## TESTIMONY Naelia, 37, a mother who benefitted from our emergency response

« In June 2023, the social worker from the "Sudanese Refugee Emergency Response Project" in Assouan referred me to the psychological support sessions while my children were benefitting from the child protection services. Through these sessions, I've overcome multiple challenges, gained a new perspective and learned to express my emotions in writing. After the psychological support, I started looking for volunteer work to gain experience as a doctor in Assouan, and I've also been able to find a new home for my family. »

**26%** of households say their school-aged children don't go to school (+8% in just 6 months)<sup>13</sup>  
**31%** of young people aren't in education, training or employment<sup>14</sup>  
**20%** of the population in Lebanon are Syrian refugees<sup>15</sup>



ACCESS TO QUALITY EDUCATION VOCATIONAL TRAINING AND INTEGRATION  
 PROTECTING CHILDREN AGAINST ALL FORMS OF VIOLENCE AND EXPLOITATION WHILE PROMOTING THEIR WELL-BEING

## Ongoing projects

- Yalla for Employment and Protection (YEP) | **220 beneficiaries**
- Making Young People Agents of Change ("Cap Jeunesse") | **1,130 beneficiaries**
- Support for an inclusive early childhood (SPECIAL) | **800 beneficiaries**
- Integrating vulnerable young people socio-economically | **100 beneficiaries**

2,250 beneficiaries

## Partners

CALE, Farah Social Foundation, Naba'a and the Imam Sadr Foundation



## FOCUS ON

### New prospects for 270 young victims of the Port of Beirut explosion

In 2020, a massive explosion at the Port of Beirut in Lebanon further weakened a country already in the grip of an economic crisis on an unprecedented scale. Since 2022, the three-year "Yalla for Employment and Protection" project has been working to improve the social and economic situations of 270 young people aged 15-24 who had either dropped out of school or were unemployed. The young people, from all different communities, have been able to develop their vocational and technical skills. Jobs market research has helped identify careers where there are a shortage of workers perfect for unqualified young people. We've also offered young people vocational training that's tailored to their needs and interests, covering a variety of fields, including running your own business, alongside beauty therapy and barbering. These training sessions are provided by specialist partners and are followed up with support for accessing job opportunities. The project – currently entering its third and final year of implementation – also provides psycho-social support aimed at boosting self-esteem and developing life skills, among other things. Over twelve sessions, participants have been able to address topics such as male/female relationships and the violence and abuse that young people may face. The project is designed to encourage social cohesion, which has been undermined by the succession of crises the country has faced. Two local organisations have also benefitted from technical capacity building around vocational training and child protection.



Young people learning to sew

Financial partners: the French Development Agency, Fondation de France, Fonds de Dotation Transatlantique Ayudar, the Mazars Foundation



## TESTIMONY Yasmine, 18, a beneficiary of the "Yalla for Employment and Protection" project

« Asmae and its partners, the CIS Institute and Naba'a, helped me realise my dream of becoming a professional beautician. The training helped me develop my skills and I'm now in a position where I could potentially open my own salon. I'm going to continue working hard to make progress and build the future I want for myself! »



**Half** the population is under 25, **two-thirds** is under 35<sup>16</sup>  
**20%** of children aged 6-14 in India aren't in school<sup>17</sup>  
**27%** of girls living in India are married before they turn<sup>18</sup>

PROTECTING CHILDREN AGAINST ALL FORMS OF VIOLENCE AND EXPLOITATION WHILE PROMOTING THEIR WELL-BEING  
 VOCATIONAL TRAINING AND INTEGRATION

### Ongoing projects

- Sustainably strengthening young people's ability to take action | **280 beneficiaries**

### Partners

Arunodhaya Centre for Street and Working Children

280  
beneficiaries



### FOCUS ON

Encouraging young people's professional integration and fighting addiction

India's poorly developed school system lacks much-needed resources and vocational training, and simply isn't aligned with the country's jobs market. To stop this vicious cycle in its tracks, we've introduced a project in Chennai's disadvantaged neighbourhoods to support vulnerable young people in their professional integration.

Vocational training is at the heart of the project, with 120 young people receiving IT and English tuition. All participants on the IT course have also been made aware of the issue of gender equality. Designed to be as efficient as possible, this course for young people also includes careers guidance sessions: 200 young people have been given advice on decisions concerning their studies and future career options, while 63 young people have found work.

In order to boost their confidence and determination, 100 young people were given training on decision-making, how to manage emotions and setting goals in life. The project has also helped reduce addiction risks. An awareness programme in the form of a puppet show was arranged by young volunteers for 250 of their fellow cohort across five different localities. The volunteers referred 10 addiction cases to counselling services, identified places where drugs were being sold, particularly those near schools, and informed local police stations. Online safety training sessions have also taken place to address the growing risks of online exploitation and online gaming addiction.

This comprehensive effort, which has reached almost 1,000 young people, culminated in the creation of a youth forum.

*This project was funded by Asmae*



Young people learning IT skills



**TESTIMONY** Anouka, 23, a beneficiary of the "Sustainably strengthening young people's ability to take action" project

« I couldn't find a job because I didn't have the right English or IT skills. I joined the vocational training programme organised by Arunodhaya with Asmae's support. After completing the training, I got a job as a cashier. The wages mean I can support my family. I want to keep going with a correspondence course and get my diploma. »

**1 in 5 children** are victims of sexual violence every year<sup>25</sup>  
**98%** of children who suffer sexual abuse are girls<sup>26</sup>

**1.5 million** children live on the streets in Manila and are left to fend for themselves<sup>27</sup>



ACCESS TO QUALITY EDUCATION

LIVING ALONGSIDE EACH OTHER IN A SUSTAINABLE AND PEACEFUL WORLD

PROTECTING CHILDREN AGAINST ALL FORMS OF VIOLENCE AND EXPLOITATION WHILE PROMOTING THEIR WELL-BEING

### Ongoing projects

- Street children – Phase 2 | **2,170 beneficiaries**
- Inclusive education for children with disabilities – Phase 2 | **200 beneficiaries**
- Protecting children and young people from indigenous Sama-Bajau communities (PEACE & PEGASE) | **1,030 beneficiaries**
- Making Young People Agents of Change ("Cap Jeunesse") | **1,200 beneficiaries**

### Partners

Bahay Tuluyan, Childhope Philippines, Las Piñas Persons with Disabilities, GEMS, Zamboanga Basilan Integrated Development Alliance Inc (Zabida), Katilingban SA Kalambuan, INC (KKI)

4,600  
beneficiaries



### FOCUS ON

Protecting Sama-Bajau children and young people

The "PEGASE" project was introduced as part of the "PEACE" programme, in partnership with the Planète Enfants & Développement NGO. The goal is to enrich and implement prevention and protection mechanisms against violence in Southeast Asia. We've been working with the Sama-Bajau ethnic community in the Philippines, who were forced to leave their island of Mindanao due to conflict and new mining operations in the area. Sama-Bajau children don't go to school. They're sometimes forced to beg. Early marriage and pregnancy are all too common. They also face discrimination. That's why this project aims to promote the rights of children within this ethnic group. It also aims to strengthen the community's capacity to implement projects alongside civil society and governmental organisations. With this in mind, we've introduced training sessions on children's rights with the tribal councils and local authorities. We also advocate for dealing with the root causes of the Sama-Bajau displacement and statelessness. "Young leaders" are trained so they can be recognised by their local councils. Our team has also developed school kits to provide tools and support for educators. Strengthening child protection mechanisms and family structures are at the heart of this project. Child protection risks and referral services have been mapped, which helps guide and support the most vulnerable families towards accessing government programmes and social services. To better support families, volunteer community workers pay regular visits to address child protection concerns.

*Financial partners: the French Development Agency and a private donor*




Sama-Bajau young people in class as part of the activities led by Asmae



**TESTIMONY** Grace, 19, a beneficiary of the "PEGASE" project

« Asmae really helped me realise my potential as a leader and as a role model for other young people. I've learned the value of leadership and I've come to learn that we, as young people, have rights too. The right to be involved being just one example. Asmae supported me as a youth representative as part of a national government consultation on children in Manila. At that forum, I learned that our voices have value and how we need to be included in all decision-making processes on a national level. »

## MAKING YOUNG PEOPLE AGENTS OF CHANGE ("CAP JEUNESSE") – PHASE 1

 **January 2021 – December 2023**

**Goal:** to promote young people's ability to take action

**Operational partners** | In Burkina Faso: CEATS | In Egypt: Lekaa, Basmet Amal, Kayan | In Lebanon: Naba'a | In Madagascar: Graines de Bitume, Hafa, Gazela | In the Philippines: Gem's.

### **LEBANON**

Vocational training and integration  
1,470 young people targeted

### **MADAGASCAR**

Vocational training and integration  
300 young people targeted

### **EGYPT**

Socio-professional inclusion  
120 young people, including at least 60 teenagers with disabilities targeted

### **PHILIPPINES**

Protection and combatting gender-based violence  
180 young leaders targeted

### **BURKINA FASO**

Protection  
6,000 young people targeted

### Key programme success stories (2021-2023)

- Over 10,000 young people have benefitted from tailored monitoring
- Over 900 young people have taken part in careers guidance sessions
- 19,000 parents and community members have been reached by awareness sessions
- 116 protection professionals and specialists have been monitored, trained and supported
- Tailored psycho-social support for 1,701 young people
- 6 youth clubs have been set up and brought 180 pupils together over the 2022-2023 school year in Burkina Faso
- 820 young people have received training on civic engagement and implementing community initiatives, with 400 of them going on to develop citizen and community initiatives

*Financial partners: the French Development Agency, the Sawiris Foundation, Mille et un Repas, the Sancta Devota Foundation, the Valoris Foundation, A.L.P, the Air France Foundation, and the Technip Energies endowment fund*

## YOUNG AGENTS OF CHANGE FOR THE FUTURE: J2A

 **November 2023 – October 2026**

**Goal:** to encourage emancipatory socio-professional integration among young at-risk men and women in urban and suburban districts in Ivory Coast and Madagascar

**Operational partners** | In Ivory Coast: ANAED and AEJ | In Madagascar: I-Votika and Picot de Clorivière

### **IVORY COAST**

Socio-professional integration and training  
120 young people aged 14-25 targeted (60 young women and 60 young men)

#### Planned activities:

- Technical training
- Support towards paid work or self-employment
- Establishing, strengthening and supporting youth clubs within ANAED
- Activities to boost psychosocial skills for young people in training

### **MADAGASCAR**

Socio-professional integration and training  
800 young people targeted (450 young women and 350 young men)

#### Planned activities:

- Identifying and guiding young people
- Access to vocational training for young people
- Supporting young people towards paid work or self-employment
- Strengthening and supporting youth clubs
- Offering psychological support for at-risk young people

The project was launched in its initial phase in November 2023 in Korhogo (Ivory Coast) and Antsirabe (Madagascar).

*Financial partners: the French Development Agency*

## PROTECTING CHILDREN AFFECTED BY CONFLICT OR EXCLUSION: PEACE

 **January 2022 – December 2025**

**Goal:** to promote respect for the rights of displaced or excluded children and teenagers to education and protection in Burkina Faso, Egypt, the Philippines and Ivory Coast.

**Operational partners** | In Burkina Faso: Association des Jeunes Pour le Bien-Être Familial, Association Coalition des Initiatives Communautaires pour le Développement, Initiative Communautaire Changer la Vie, Terre des Hommes, Educo, Intersos, the Ministry of Gender and Family Promotion | In Ivory Coast: SOS Violences Sexuelles, Wo Pile Sanga, Association des Enfants et Jeunes Travailleurs de Korhogo and local welfare centres | In Egypt: Life Vision For Development, the Egyptian Association for Comprehensive Development | In the Philippines: Zamboanga Basilan Integrated Development Alliance Inc, the local authorities in Manila, Batangas and Zamboanga, the National Commission for Indigenous Communities, and Polytechnic University of the Philippines.

### **BURKINA FASO**

Early childhood protection and education  
Over 7,300 children targeted

End of activities mid-2025

### **IVORY COAST**

Early childhood protection and education  
1,100 children targeted

End of activities mid-2025

New country of intervention

### **PHILIPPINES**

Protecting children and young people from indigenous Sama-Bajau communities  
760 children and young people targeted

End of activities December 2025

### **EGYPT**

Protecting children from rag-and-bone communities  
600 children targeted

End of activities December 2024

### Key success stories in 2023

- 3,600 adults and children made aware of children's rights
- Over 7,000 children and young people benefitted from activities
- 516 professionals supported to better protect children
- 192 school kits designed for young children reproduced with 160 distributed
- The *bibliomoto* began operating, a moto-tricycle that doubles as a mobile library, giving children in Burkina Faso a taste for the joy of reading

*Financial partners: the Technip Energies endowment fund, Sœur Emmanuelle Belgium, Paprec, Mille et Un Repas*



Young beneficiaries of the PEACE programme from the Sama-Bajau community in the Philippines

## LA CHRYSALIDE: MOTHER-AND-CHILD CENTRE: HELPING WOMEN REBUILD THEIR LIVES

Since 2006, La Chrysalide has been supporting single mothers who've been on a difficult road in life, and who've experienced violence in their childhood or youth. The mother-and-child centre allows them to rebuild their lives both psychologically and physically with the help of a secure living environment.

### Support tailored to the women's circumstances

We welcome young mothers aged 18-25 who've had a tough start in life, supporting them until their youngest is up to three years old, in situations where the mother-child bond is often fragile. These young women have all suffered physical and psychological trauma, whether it's family and/or domestic violence, sexual abuse, mutilation, family and social breakdowns, or even trauma related to war and insecurity. Support must be tailored to their specific situations. In 2023, we helped five women with residency and asylum applications. We also worked closely with the team from CSAPA (an addiction treatment, support and prevention centre) in Bondy to help two families dealing with addiction issues.

### Developing key partnerships in 2023

Partnerships are key to successfully achieving our goals. That's why we contacted DAPSA (the perinatal support and ambulatory care network) to work together to come up with new avenues of support for various family situations. We reaffirmed a vital partnership with the head of a local primary school to be better prepared for getting a child with particular needs back into school – with the help of the local crèche and the psychological health centre (CMP). With the help of the local authority's pathways and disability technical support officer, an application was successfully made to the local disability support centre (MDPH).

### Activities to help escape everyday life

The usual highlights, including the summer fête and Christmas celebrations, were all a success last year. The children were also able to enjoy some new activities, helping them escape their everyday lives, such as a trip to the theatre, an egg hunt, as well as a summer outing to Centre Parcs.

### A fully committed team

A short-staffed education team – a wider problem throughout the sector – made 2023 more challenging. Nevertheless, the team ensured the usual highlights were a success, while leading key partnerships to better support families.

Financial partner: Seine-Saint-Denis Local Authority

## ÎLE AUX ENFANTS: A CRÈCHE FOR CHILDREN FROM LA CHRYSALIDE

Île aux Enfants, or Children's Island, is a crèche for children from the La Chrysalide mother-and-child centre, as well as those being supported by the Bobigny local authority. 44 children are looked after by a team of 18 professionals. 43 children were cared for last year at the Parent/Child Welcome Centre, with 13 new families, including 5 from the mother-and-child centre in 2023. The team oversees the children's well-being and development. Let's take a look back at three new activities put in place within the crèche.

### National Early Childhood Week goes pop!

For the first time in a number of years, the crèche took part in France's National Early Childhood Week, an opportunity for parents, children and professionals alike to come together around a particular theme and work on an educational initiative designed to strengthen bonds and trust. In 2023, "pop" was the theme, giving early childhood professionals the chance to come up with some exciting, varied and fun ideas. In particular, the children were able to discover a new layout of the space and new activities involving colours.

### New ideas around reading

The team places particular importance on being able to access books, because the children don't always have them at home. Ideas around literacy have come to life in the crèche in the form of reading workshops, where an accessible and age-appropriate room is set up to give children the urge to discover reading. One-to-one child/professional reading time is also set aside.

A show all about interactivity

The Canari Bleu company, who tailor their approach and specialise in performing for toddlers, came in to put on a show for the children. The actress arrived ahead of time, introduced herself to the children individually and memorised all their names. That way, all the various interactions throughout the show could be personalised, making the experience even more memorable and immersive for the children. Once the show was over, the children were invited to explore the set and try on the costumes. The importance of play is truly at the heart of the educational approach to this project.

Financial partners: CAF, Seine-Saint-Denis Local Authority and Bobigny Municipality



Children at the Île aux Enfants crèche

## ESPACE PETITS PAS: HELPING OVER 2,600 CHILDREN ESCAPE TOUGH DAILY LIVES

Since this project was launched, a mobile team has been going out to support families living in local hostels in Seine-Saint-Denis, where living conditions can often disrupt the children's development. A play area is made available once a week within the accommodation. Working with housing support officers, we're able to guarantee an unconditional, anonymous and free welcome with no registration necessary.

### An increasing number of beneficiary families

Parent-and-child centres saw a sharp increase in numbers in 2023 as new families discovered the scheme. The Espace Petits Pas teams worked across 11 different sites, four more than in 2022, running a total of 768 sessions. The number of families benefitting from the project has increased sharply to 1,731 families and 2,685 children, up from 1,127 families and 1,852 children in 2022. As part of the scheme, games and playtime are used to support the parent/child relationship. Setting aside dedicated playtime helps develop interactions and strengthen bonds. Bonds also develop between parents, as they chat and share thoughts on a variety of topics, such as education and motherhood.

### New activities and a stronger team

Over the past two years, new activities have been introduced to meet parents' needs. Discussion groups for parents, reading workshops and psycho-motor sessions have all been put in place. In 2023, the project also invested in some new equipment and games to develop activities and opportunities for all ages. As for the project team itself, a number of changes took place throughout the year related to the increase in activities and the need to boost the team of committed professionals.

Financial partners: Région Île-de-France, Agence Régionale de Santé (ARS), Fondation de France, Caisse d'Allocations Familiales, Samusocial, and the PMI Foundation



The "Espace Petits Pas" playroom

## YALLA! FOR CHILDREN'S RIGHTS: TAKING PRACTICAL STEPS AGAINST SCHOOL BULLYING AND CYBERBULLYING

To make children aware of their rights, the "Yalla! For Children's Rights" team has been running awareness-raising sessions in schools since 2014. Every year, almost 15,000 children are made aware of the issue of children's rights. Two years ago, Asmae developed and integrated a specific module into the project on combatting bullying and cyber-bullying by focusing on rights to protection and privacy. As combatting school bullying and the consequences of it have been on everyone's minds throughout 2023, let's look back over some practical preventive steps put in place by Asmae.

### Understanding bullying, cyberbullying and risk prevention

We fully involve children in the process of creating anti-bullying messages, with the aim of helping them take ownership of this fight. To do so, we use participatory methods, adapted to all ages, that encourage interaction, including theatre work, debates and roleplays. The children were guided towards a better understanding of bullying situations, the roles involved (the bully, the bullied, and bystanders), and ways of preventing more dangerous situations from escalating. The topic of cyberbullying is also addressed. While one in four high school pupils has been affected by cyberbullying, more and more primary school-aged children are now coming forward with stories of their own. Parents and educational staff often feel helpless, not being quite so familiar with the online world. The activity introduced aims to get pupils to question their use of social media and the dangers/violence they might encounter on it. It's also about equipping children to make better decisions online to protect themselves.

### 4,462 pupils reached as part of the fifth Yalla Tour

The fifth Yalla Tour, which took place in late 2023 and was dedicated to combatting bullying, travelled to 23 different cities in November and December alone. 4,462 pupils across 27 different schools – from primary all the way through to high school – were reached. A "bullyometer", an innovative tool for detecting potentially risky relationships, was given out to all the children taking part. The sessions proved to be highly effective, with 98% of teachers surveyed saying they believe the sessions have helped students better understand what bullying is and its consequences. A number of media outlets took an interest in the project, with almost 60 press cuttings and reports on the initiative, most notably on France 2, the France 3 regions, France Inter, as well as Ouest France and Chérie FM.

Asmae is accredited by the French Civic Service Agency.

Financial partners: Clarins, the We Act For Kids and Okaidi endowment fund, SC Johnson, the Technip Energies endowment fund, Mille et Un Repas, Aplim

# NETWORKS AND ADVOCACY WORK IN FRANCE

To make progress in education, child protection and training/integration around the world, we're part of various networks, both in France and internationally. This involvement promotes the exchange of best practice ideas, producing reference documents, creating partnerships, and makes it possible to carry out advocacy work with public bodies on an international, national and local level.



Bringing together 18 NGOs, Groupe Enfance leads advocacy efforts to achieve children's rights and ensure the French government considers them in its international policy.



This coalition of 22 French civil society organisations calls for an inclusive, high-quality education for every child, all over the world, emphasising how international solidarity is vital to win this fight.



Coordination Sud brings together 180 French NGOs working on international cooperation, helping organisations become more professional and carry out advocacy work, with the aim of supporting global solidarity in France, Europe and around the world.



F3E is an alliance of 85 international cooperation and aid organisations who share the aim of driving home improvements in how they operate through innovative practice.



The network brings together a range of organisations to collectively convey advocacy messages to decision-makers to make children's rights more effective in France and overseas.



This body is the result of a partnership between several stakeholders in the field of child protection who want a legitimate tool for engaging in dialogue with public authorities.



This organisation manages various support and social rental management systems aimed at those having trouble accessing or maintaining accommodation.

## REAAP 93

This organisation is aimed at all families, volunteers and professionals from associations and institutions that want to support parents in their role as their children's educators.



Affil plays a role in the decompartmentalisation and development of cooperation between the accommodation and housing sectors.



Contributing to establishing comprehensive and ongoing care for pregnant women and their children, NEF applies coordinated interventions by the professionals concerned.



This federation works to support parental centres in France, from creating and promoting them to representing their interests with the authorities.



This body operates in the field of intermediation and HR consultancy to support companies and jobseekers.

### We share our expertise to coordinate with stakeholders in education during crisis situations

Asmae contributed to the second edition of Champions de l'Éducation, which took place last December. The event, co-organised by the French Development Agency and Coalition Éducation, focused on the topic of multi-stakeholder coordination in the education sector during crisis situations. We had the opportunity to share our expertise with other members of the network thanks to the testimonies of Saleymata Gadiaga, who manages Asmae's Fulfilled Early Childhoods project in Burkina Faso, and Christian Blanchard, Asmae's Director of International Action. We were pleased to be able to highlight the benefits of multi-stakeholder coordination, as well as the challenges and issues related to it.

### Our new climate policy

Given the environmental challenges we face, our association is determined to develop a coherent and adapted approach, both in terms of implementing our projects, as well as our operations at head office. As a pioneering association in the world of education, we attach great importance to these issues and we're already working on policy guidelines. We're actively working with other NGOs to drive NGO climate commitments and share best practices. Our new policy, in which we hope to guide our future activities with a view to reducing the carbon footprint related to our operations and projects, will be published in 2024.

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# OUR 2025 STRATEGY

## I A REMINDER OF OUR 2025 STRATEGY

**Asmae is committed to supporting children and young people around the world: we play our part in building the world of tomorrow.**

Faced with the crises affecting children and young people globally, Asmae set ourselves the target of consolidating our actions in the field, expanding our areas of intervention, and actively contributing to implementing public policies on children's rights and the integration of young people, in order to help them realise their full potential.

### Our four strategic areas of focus:

- **Quality:** consolidating the quality of our actions and expertise
- **Impact:** developing our actions and our impact
- **Influence:** developing our ability to influence
- **Efficiency:** making our organisation more efficient

## KEY ACHIEVEMENTS IN 2023 IN LINE WITH OUR STRATEGY

### Quality and expertise

Work took place to help draft our policy on gender equality. A collective approach encouraged greater internal ownership and consideration of local contexts. This interdisciplinary approach is being gradually integrated within all our projects and our internal organisation. Our action monitoring and assessment system has now been adopted by all our countries. Efforts to harmonise fundraising tools began in 2023 and will continue into 2024. The climate was also the subject of initial discussions in seminars and work to draft our climate policy, which began in 2023.

### Impact and development

Internationally, 2023 was marked by launching projects in a brand-new country: the Republic of Côte d'Ivoire, or Ivory Coast. A new multi-country programme, "Young Agents of Change for the Future", was also rolled out in Madagascar, as well as Ivory Coast. Faced with an influx of women and children arriving in Assouan, Egypt, as they escape the war in Sudan, our Egypt team launched an emergency response in partnership with Caritas Egypt. Back in France, 2023 saw the development of new Espace des Petits Pas locations in Île-de-France, benefitting the children and families living in hostel accommodation there. 2023 also saw the introduction of new awareness sessions on bullying in schools and online.

### Influence

Our teams have been busily taking part in advocacy networks, such as Coalition Education, Groupe Enfance and Coordination SUD, but also in our countries of intervention. Asmae spoke to the media on a number of occasions last year to promote the development of more ambitious public policy in terms of child protection and defending children's rights. We also took part in the publication of eight articles in the press. The communications campaign around the 15<sup>th</sup> anniversary of Sister Emmanuelle's death also generated significant media exposure, helping to push various messages to political decision-makers.

### Efficiency

Efforts have focused on managing our spending plans as the association undergoes a phase of development in its operational activities. Country offices and support roles at head office respected our budgetary commitments, as voted on for 2023 by the Board of Directors. A significant amount of work focused on completely overhauling our IT system, managed services, telephony and printing, to ensure we can benefit from the best levels of service at the best prices.

# OUR EMPLOYEES AND VOLUNTEER TEAMS

## I SUPPORTING ASMAE'S DEVELOPMENT

As our association continues to evolve and increase the amount of activities we offer, 2023 saw high levels of recruitment. Beyond finding replacements for those who "naturally" left the organisation (as contracts, internships and apprenticeships came to an end), a number of new posts were also created, including recruitment managers, private funding and communications directors, as well as project assessment and monitoring managers. Despite a tough labour market, our teams rose to the challenge.

## I COUNTRY SUPPORT

Our international efforts have continued to grow, albeit in occasionally difficult contexts, including conflict, state development aid ending, inflation, etc. But the bonds between all our teams working both internationally and in France have been strengthened. Significant work has also gone into the proper functioning and efficiency of the organisation, which has helped the teams get to know each other better, while sharing and strengthening everyone's individual skills.

## RECRUITING AND RETAINING SOCIAL WORKERS IN FRANCE IN THE CONTEXT OF SERIOUS LABOUR SHORTAGES

For French social workers, 2023 was a year marked by significant efforts on the part of the teams to keep activities going despite the lack of human and financial resources. Our teams demonstrated remarkable resilience to ensure our mission of supporting vulnerable young mothers and their children could continue. In-depth work has begun to help us understand the difficulties they face and identify solutions in terms of organisation and resources.

## WORKFORCE

In 2023, our team was made up of **187** colleagues, including:

<b>64</b>	<b>4</b>	<b>65</b>	<b>6</b>	<b>2</b>	<b>7</b>	<b>39</b>
employees in France	expatriates	on national contracts	long-term service provider consultants in our countries of intervention	overseas volunteers service workers	civic service trainees and volunteers	volunteers

## OUR CHILD PROTECTION POLICY

**An interview with Jeanne Véronique**  
Education/Child Protection Technical Adviser

### What is Asmae's child protection policy?

It's a set of standards, mechanisms and procedures adopted and continuously improved by Asmae to prevent and respond to situations likely to undermine children's rights, safety and well-being.

### How is it implemented?

Implementation begins by sharing it with the Asmae teams – and any other individuals or organisations involved in our work, whether temporarily or in the long term – as well as with the people our teams support. It also involves training and assessing the performance of our teams, partners and target audience, helping to ensure there's a basic level of knowledge in place that can lead to changes in attitudes, which, in turn, can lead to the adoption of practices more favourable to child protection and well-being.

### Why is it important for an organisation like Asmae to have a child protection policy?

First and foremost, it's a question of consistency with Asmae's ultimate mission: protecting children. Then it's part of a wider contribution to our collective responsibility as a society to child protection. Ultimately, it's the responsibility of all humanitarian organisations to comply with the humanitarian principle of DO NO HARM, which means these organisations have to take steps to ensure nothing they do will harm a child's safety or well-being.

## I BOARD OF DIRECTORS

### Officers:

Catherine Larrieu – Chair  
Jean-Louis Medioni – Deputy Chair  
Etienne Durand – Treasurer  
Catherine Alvarez – Secretary

### Other board members:

Jean-Frédéric Geolier  
Anna Marme  
Denis Legat  
Sophie Prado  
Elisabeth Simond-Cote  
Soheila Ghaderi-Mameli  
Anne-Lise Sirvain  
Matthieu de Bénazé  
Bruno Rebelle

## I MANAGEMENT COMMITTEE:

Adrien Sallez – General Manager, Communications and Resources  
Juliette Fouché – La Chrysalide Manager  
Christian Blanchard – International Action Manager  
Nha Quyen Seguin – Secretary General

## I COUNTRY REPRESENTATIVES

-  **Burkina Faso:** Emilie Corrand
-  **Ivory Coast:** Rozenn Coraud Kiendrebeogo
-  **Egypt:** Nashwa Fayek Ibrahim
-  **Lebanon:** Nadeem Khaddaj
-  **Madagascar:** Arcancia Clappe
-  **Philippines:** Michael E. Bismar

# LIFE AT THE ASSOCIATION

## OUR ASSOCIATION SHOWS COMMITMENT TO ENVIRONMENTAL PROTECTION

For a number of years now, Asmae's teams have been committed to protecting the environment. Reducing the amount of paper we use is just one target we've set ourselves. That's why, with the help of our volunteers, we've set up a new system for recycling post that's returned to us. Everything that can be reused is reused for future mailouts. We'd like to thank our volunteers who've supported us on this initiative.

Beyond the environmental benefits, recycling post also helps us save money!

That's why we encourage all our donors to make their donations by credit or debit card on our website – [www.asmae.fr](http://www.asmae.fr) – or by setting up a direct debit.

## €62,000 RAISED BY OUR SUPPORT COMMITTEE

In a ritual that's been in place for several years now, members of the Asmae Support Committee recently came together to organise a fundraising evening. The event was hosted by television presenter Astrid Bard and auctioneer Vincent Pestel-Debord. Asmae's teams presented five different projects to the 80 invited guests. Thanks to the donors present, €62,000 was raised for those projects in France, Egypt, Lebanon, the Philippines and Burkina Faso. Thanks to Ground Control and Semmaris who provided the venue and the buffet. And our thanks also go out to the committee members: Anne L., Christelle R., Frédérique V., Antoine V., Bruno M., Bruno C., Denis L., Jean-François R., Jean-Louis M., and Marco D.



5 projects were presented by Asmae teams to 80 guests

# Asmae COMMUNICATIONS

## SISTER EMMANUELLE VOTED FRANCE'S 2<sup>nd</sup> MOST IMPACTFUL WOMAN

The embodiment of all things commitment and generosity, transcending borders and religions, Sister Emmanuelle dedicated her life to helping the most vulnerable in the world. An exclusive survey carried out by Odoxa has now revealed that, 15 years on from her passing, she still occupies a leading place in the heart and soul of France. A figure indissociable from the fight to advance children's causes, Sister Emmanuelle came second in the rankings of the women who have left the biggest impact on the French, with almost 40% of respondents saying they were particularly moved by her efforts, just after another French icon, Simone Veil (63%). Brigitte Bardot (14%) and Gisèle Halimi (12%) came a distant third and fourth respectively. The most frequently cited memories were her commitment to children and the most vulnerable in society, but also her innate qualities, chiefly her enormous kindness.

## FAUSTINE BOLLAERT, OUR NEW PATRON

Faustine Bollaert, a well-known French journalist, producer and television presenter, recently became an Asmae patron. In 2023, she travelled to meet those who continue to lead the fight and embody Sister Emmanuelle's commitments in one of Cairo's rag-and-bone communities. As a result, Faustine is now more eager than ever to report on her findings:

*"For me, Sister Emmanuelle has always been a modern and inspiring woman. My admiration for her unwavering dedication to the most vulnerable is never ending. I'm thrilled and honoured to be supporting the association she created over 30 years ago. This is a new role for me that's very close to my heart. As a woman and as a mother, I'm particularly sensitive to the work and the fight that Sister Emmanuelle led throughout her life to protect the rights of children in France and around the world".*

# OUR FINANCIAL PARTNERS

## MANY THANKS TO ALL THE PRIVATE DONORS, COMPANIES, FOUNDATIONS AND ASSOCIATIONS THAT CONTINUE TO SUPPORT US!



And Alma Foundation

### Micro-donations and fundraising jumpers... Okaïdi's 2023 efforts

Teaming up with the "Yalla! For Children's Rights" project, the IDKIDS Group, the We Act For Kids Action Fund and Okaïdi have been supporting a project to roll out awareness sessions on school bullying and Asmae's Children's Rights Award since 2019. To help fund the project, Okaïdi set up a micro-donation scheme and began selling specific products to raise funds to mark the start of the new school year last September, which helped raise €19,932!

**How does it work?** Micro-donations are simply when you round up the cost of your shopping at the till to the nearest whole number. That amount then goes straight to Asmae. As for the fundraising jumpers, for every sweatshirt sold, €1 goes directly to the Association. Thank you Okaïdi for this fantastic effort!



Asmae has been awarded the "Don en Confiance" label by Don en Confiance, an organisation which monitors associations and foundations seeking donations. Asmae voluntarily submits to certifying annual checks by this organisation.

The Don en Confiance label implies compliance with 4 major principles:

- Respect for the donor
- Transparency
- Efficiency
- Probity and disinterestedness

For more information: [www.donenconfiance.org](http://www.donenconfiance.org)

Thanks to the strong commitment of all our teams, we have strengthened our financial stability and affirmed our strategic choices, while embracing a perspective of continued growth.

STATEMENT OF INCOME BY ORIGIN AND USE	Net value 2022		Net value 2023		Net change	
	TOTAL	including fundraising from the public	TOTAL	including fundraising from the public	TOTAL	including fundraising from the public
<strong>REVENUES BY ORIGIN</strong>						
1 REVENUES RELATED TO FUNDRAISING FROM THE PUBLIC	3 808	3 808	3 534	3 534	-7%	-7%
- Contributions without benefits in return	3	3	6	6	127%	127%
- Monetary donations	2 474	2 474	2 379	2 379	-4%	-4%
- Bequests, gifts and life insurance	1 205	1 205	1 032	1 032	-14%	-14%
- Corporate philanthropy						
- Other income not related to fundraising from the public	126	126	117	117	-7%	-7%
2 REVENUES NOT RELATED TO FUNDRAISING FROM THE PUBLIC	1 059		1 512		43%	
- Subsidies and other private funding	603		1 018		69%	
- Other revenues not related to fundraising from the public	456		494		8%	
3 SUBSIDIES AND OTHER PUBLIC AID	3 181		3 485		10%	
- Allocated France	2 023		1 882		-7%	
- Allocated overseas	1 158		1 603		38%	
4 REVERSAL OF PROVISIONS AND IMPAIRMENTS						
DEFICIT						
TOTAL REVENUES	8 048	3 808	8 531	3 534	6%	-7%
<strong>EXPENDITURES BY TYPE</strong>						
1 SOCIAL MISSION	5 994	2 500	6 598	2 296	10%	-8%
- In France	2 742	1 144	3 075	1 070	12%	-6%
- Overseas	3 252	1 357	3 523	1 226	8%	-10%
2 FUNDRAISING COSTS	1 147	930	1 200	999	5%	7%
3 OPERATING COSTS	754	314	531	185	-30%	-41%
4 PROVISIONS AND IMPAIRMENTS	0	0	32	0	0%	
5 INCOME TAX	5	0	21	0	356%	
SURPLUS	149	62	149	54		
TOTAL EXPENDITURES	8 048	3 808	8 531	3 534	6%	-7%

\* 8,3 % of the fundraising costs from the public are for the Fondation Sœur Emmanuelle. Figures rounded up to the nearest k€.

In 2023, revenues show a 6% increase:

- Income from public generosity is down (-7%), but still accounts for 40% of the association’s resources.
- Private funding shows a significant increase (+43%).
- Public subsidies are also up (+10%), representing 41% of total resources.

Expenses, also up overall (+6%), are focused primarily on our social mission:

- Expenses related to the implementation of the social mission rose indeed by 10%, with a more marked variation in France (+12%) than abroad (+8%).
- Fundraising costs rose by 5%, reflecting the greater need to co-finance the social mission.
- Operating expenses fell sharply, reflecting our strategic focus on efficiency, which is characterized by rigorous and strict management of expenses, even as our social mission expands.

VOLUNTEERING AND BENEFITS IN KIND

Volunteering and benefits in kind provided by organisations or professionals help the association keep operating costs under control.

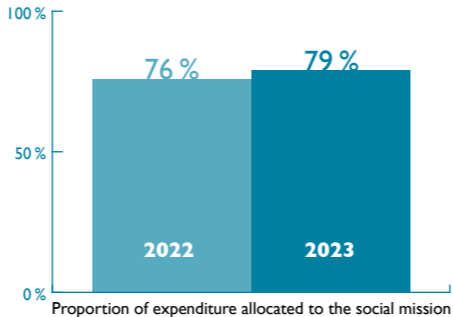
Evaluation of voluntary contributions in kind	2022	2023
Valuation of volunteering	171	172
Valuation of benefits in kind	533	457
TOTAL	705	629

Figures rounded up to the nearest k€.

RATIOS

The allocation of expenses to the social mission increases by 3%, due to the growth of the activity linked to the social mission as well as a strict management of operating costs.

Ratio monitoring	2022	2023
Proportion of expenditure allocated to the social mission	76%	79%
Proportion of expenditure allocated to the social mission (excluding Bobigny)	63%	67%
Fundraising costs / Total revenues for the year	13%	13%
Costs of fundraising from the public/Revenues from the public	18%	24%
Operating expenditures	9%	6%

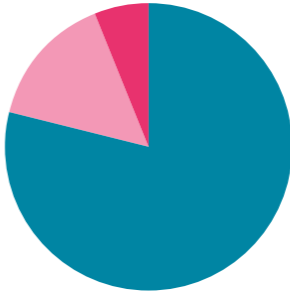


DISTRIBUTION OF REVENUES



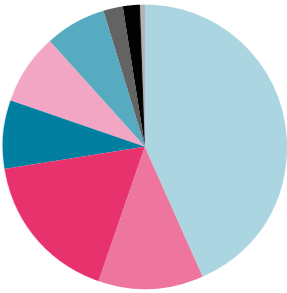
- 41% Public funds
- 28% Monetary donations
- 12% Bequests
- 12% Other private funds
- 6,9% Other revenues
- 0,1% Volunteering and donations in kind

DISTRIBUTION OF EXPENDITURE



- 79% Social mission
- 15% Fundraising costs
- 6% Operating costs

DISTRIBUTION OF EXPENDITURE BY COUNTRY



- 43,5% France
- 17% Lebanon
- 12% Burkina Faso
- 8% Philippines
- 8% Madagascar
- 7% Egypt
- 2% Various countries
- 2% Ivory Coast
- 0,5% India

BALANCE SHEET

BALANCE SHEET	2022	2023	%
<strong>ASSET</strong>			
SUB-TOTAL Fixed assets	1 409	1 446	+ 3%
Tangible and intangible assets	185	170	
Assets received from bequests	820	890	
Financial assets	404	386	
SUB-TOTAL Current assets	12 029	11 373	- 5%
Inventory and amounts outstanding	6	5	
Receivables	2 804	3 339	
Receivables from bequests	744	249	
Investments and cash assets	8 407	7 703	
Deferred charges	68	77	
TOTAL ASSETS	13 439	12 819	- 5%
<strong>LIABILITIES</strong>			
SUB-TOTAL Association funds and reserves	5 107	5 256	+ 3%
Association funds and reserves	4 958	5 107	
Outcome for the financial year	149	149	
SUB-TOTAL Debts	8 332	7 563	- 9%
TOTAL LIABILITIES	13 439	12 819	- 5%

Figures rounded up to the nearest k€.

- 1 - The surplus (+149k€) testifies to the association’s tight financial control and management quality.
- 2 - The association’s funds and reserves are 3% up : Asmae’s financial solidity is demonstrated by the dual dynamic of strengthening the association’s funds and developing its social mission.
- 3 - This financial result will enable us to continue implementing our 2022-2025 strategic plan, thus consolidating the quality of our action in the field, while developing our impact in the service of vulnerable children and young people.

REMINDER

The association’s accounts are maintained by the accounting firm Fideliance, approved by the statutory auditor Pouget et Soubirous, and validated at the Annual General Meeting of May 23, 2024. The budget is implemented and monitored by the Executive Committee under the supervision of the Board. The financial report is available on request or can be downloaded from the association’s website.

TRUST AND TRANSPARENCY



Asmae has been awarded the «Don en Confiance» label since 2017. Don en Confiance is an organisation that monitors associations and foundations that make appeals for donations.

Sources:

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Asmae Association  
**Sœur Emmanuelle**

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.



[asmae.fr](https://asmae.fr)



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