



IPSOS FOUNDATION

PROMOTING ACCESS
TO EDUCATION FOR
DISADVANTAGED CHILDREN
AND YOUTH WORLDWIDE.

GAME CHANGERS





As a company, we are increasingly using our resources to the benefit of the communities in which we live and work. This has led to the creation in 2014 of the Ipsos Foundation, in support of education projects for underprivileged children and youths worldwide.

Today there are still millions of children out of school. At Ipsos, we believe that equipping all future citizens with basic skills is a prerequisite for removing obstacles to active participation in society.

In recent years there has been one group of people who are most excluded and at risk – and they are migrants and refugees, with the number of forcibly displaced people in the world at its highest level since the end of the Second World War. Disasters and conflicts are forcing a generation of children to miss out on education. This is why in 2018 the Foundation's Board endorsed a focus on the education of refugee and migrant children.

Today I am happy to invite you to discover the work of our Foundation, through a series of portraits of some of our recent projects.



***Our Mission: Promoting
access to education
for disadvantaged children
and youth worldwide.***





ACTING FOR CHILDREN'S FUTURE ACROSS THE GLOBE

Since its creation in 2014, the Ipsos Foundation has funded 67 education projects in 34 different countries, for a total of €1.8M. We have built schools in Nepal, Ghana and Zambia. We have provided books in the USA, Hong Kong, South Africa and Haiti. We have supported the education of children with severe illnesses in Russia, the Philippines and Kazakhstan. We have funded projects in Yemen, Uganda, Kenya and Jordan.

We operate on all continents, through a presence in all 90 countries where Ipsos has offices.

Our operational model relies on providing financial support to vetted, existing non-governmental organizations (NGOs) and social enterprises.

We also work on the conditions that make children's education possible under good, safe and healthy conditions. With "Charity: Water" and "Water For Health" we have brought clean, safe drinking water and sanitation to a rural school in Nepal, benefiting 1,400 children. A major obstacle for the 59 million children who do not attend school is hunger. This is why we have supported NGOs like Mary's Meals (Ecuador), the Peninsula School Feeding Association (South Africa), Feed a Child a Day (Nigeria), to provide at least one daily meal for schoolchildren. We support health and hygiene awareness through training on menstrual hygiene and

have helped distribute re-usable menstrual pads with the "Dignity Project" for 1,000 girls in South Africa and with SINCE for 1,200 girls in Uganda, so that they can attend school. With Shanti Uganda, we have funded pre/postnatal care and actions for the well-being of women living with HIV/AIDS.

We also support educational initiatives that promote the mental health of children, especially in vulnerable zones, and we are always exploring ways to provide practical tools for young people's personal skills development. This is essential at a time when so many youngsters live in poor conditions, sometimes alone, while their health, safety and security are vital for their physical and mental well-being.

Ewa BRANDT
Head of Ipsos Foundation



ABOUT THE FOUNDATION

**THE IPSOS FOUNDATION
WAS FOUNDED IN**



2014

IS COMMITTED TO

Providing access to education for disadvantaged children and youths and those who have been forcibly displaced.

Supporting innovative and nonverbal education which is adapted to the specific requirements of children and youths affected by forcible displacement.

Funding projects through vetted, already existing non-profit organisations and corporate foundations.

ORGANIZATION



**THE IPSOS FOUNDATION
IS FUNDED THROUGH**

3 ENTITIES



IPSOS
FOUNDATION
FRANCE



IPSOS
FOUNDATION
US



IPSOS
FOUNDATION
UK

- coordinated by the Head of the Ipsos Foundation
- with joint meetings of their board of directors and trustees

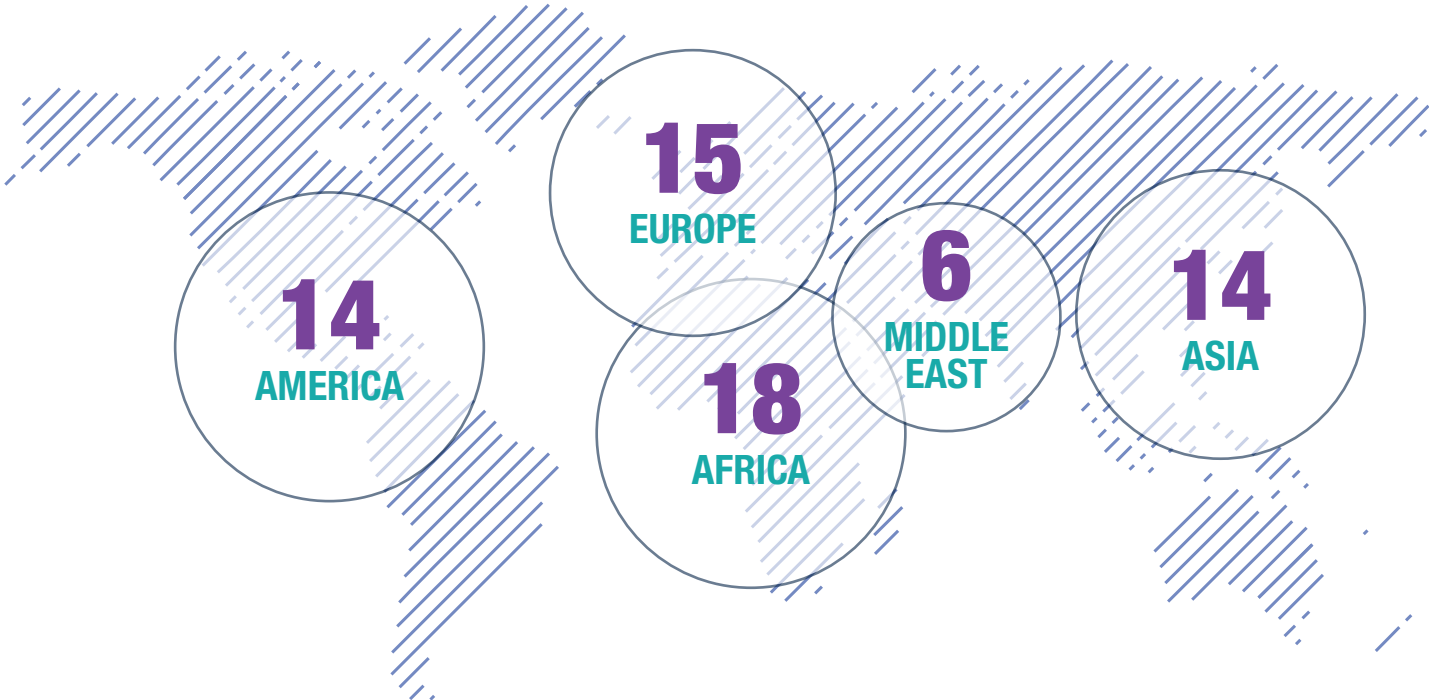
FUNDING

Since its creation the Ipsos Foundation has received from Ipsos a total of

1.8 M€



OUR PROJECTS AT A GLANCE



FOUNDING CHILDREN'S FUTURE ACROSS THE GLOBE



HAÏTI JOSEPH SCHOOL

Ipsos sponsors: Susan Waltman and Michael Spedding



THE
JOSEPH SCHOOL

The number and scope of projects we support depends not only on Ipsos Foundation funding but also on money raised by our colleagues worldwide. The more we can raise, the more children we can help to be educated for a better life.

This is exemplified by our project for the St Joseph School in Haiti, which has been supported by our colleagues globally. The 2010 earthquake left thousands of orphans in this country which is the poorest in the Western Hemisphere, with only half the children going to school. Founded in 2015, the school's aim is to educate the leaders of Haiti's future. Starting with 30 students, its plan is to add 30 more each year.

A number of fundraising events by our colleagues worldwide contributed this cause as Foundation Ambassador Susan Waltman, Ipsos Global Partnerships, based in Alabama explained. From Black Bean lunches to office competitions to fun karaoke nights for potential Ipsos stars, colleagues were involved in raising money.

How are these inspiring fund raising ideas developed? An example is Hike for Haiti when London Healthcare people brainstormed different options to come up with the Hike for walkers around the Jubilee Gateway. Money raised through crowd funding went towards nurse practitioners, medical team for vaccines and the clinic.

Most Ipsos employee support has to come from afar but sometimes our colleagues have the opportunity to see the project for themselves. Susan and four colleagues were able to go to the project for hands on help from chopping vegetables to building foundations for buildings. Horrifically, some children sleep standing up when their hillside huts are

built on shifting ground.

This is an example of the challenges faced by the children that bring a project to life says Susan who is keen to share ideas and suggestions to support colleagues. She believes there are some key ways to involve colleagues even more closely.

First, she says is the support and enthusiasm of senior management: "For Haiti we were fortunate to have the personal backing of Michael Spedding, Head of Ipsos Global Healthcare." Then, where possible, the personal visits to projects is life changing for the Ipsos people who can see and listen to the children helped by the project. "They return to share their experiences with others, not just colleagues but friends and clients," she says, "one colleague's email out of the office message was "in Haiti for the project," this interested clients so they asked for more information." Susan is keen to share innovative fun money raising ideas developed in one location with colleagues worldwide. Above all she is a believer in sharing stories: "we need to communicate the project facts and figures, but to inspire and engage our people, real life stories mean we get to know the children, how they live now, how they are so willing and eager to learn and share with others – I know of one hungry girl who gave her meal to another – a lesson for us all."



COLOMBIA RUMBO EMPRENDER

Ipsos sponsors: Esperanza Young and Cristina Toro

Fundación
Bancolombia  **COSCHOOL** 

Impact evaluation is an essential part of charitable work. One of our recent projects in Colombia is an example of evaluation in action.

In the North West area of Uraba, young people's development is currently stunted by violence, unemployment and poverty. The Ipsos Foundation is funding an educational programme for 334 students, to develop social skills like goal setting, relationships, curiosity, leadership and empowerment, and to strengthen young people so they can become agents of change in their communities.

This project is also a good model of a partnership as two organisations joined forces with the Foundation: Fundación Bancolombia, the nonprofit arm of Colombia's largest bank, and Coschool, which organizes training in social skills for youth growing up during armed conflict.

Like elsewhere in the world, the programme has had to adapt due to the Covid-19 pandemic, with creative ways to study, like gamification of the programme introduced.

"I am proud our Ipsos team used their knowledge and skills to be an integral part of this project," explains Esperanza Young, Ipsos Foundation Ambassador in Colombia. "They designed and carried out the research, with some having the opportunity to see the project in action. Colleagues did not just donate money," she says, "They came in person to help others – from all parts of our office."

The objective of the impact evaluation was to gain quantitative data before and after the programme, as well as qualitative insights with focus groups, interviews and observation. Establishing a baseline, it was clear in the two cities where the programme was carried out that the armed

conflict situation, parental abandonment and other issues created uncertainty among the students, undermining their future as positive members of their community.

The evaluation showed that the project has had a positive impact. Skills like leadership and relationships were strengthened and students became more willing to help others and suggest solutions. They created 57 social innovation projects and showed stronger motivation and hope for their future.

"Our project was based on the combined efforts of our partners, showing the potential of working with experienced educators and also building even stronger relationships with our clients".

FOUNDING CHILDREN'S FUTURE ACROSS THE GLOBE



AUSTRALIA SAVE THE CHILDREN - FAMILY LEARNING CLUB with Lucy Brown

Families who have arrived in Australia as refugees have often experienced significant trauma, and many African refugees have had limited access to educational opportunities. In 2009, African Australian parents expressed anxiety that their children were not performing well at school, and that they lacked the skills and confidence to support their education. As a result, Save the Children developed the African Reading Club in Fitzroy in 2011, providing much needed support to the community.

In 2018, the name of the Reading Club was changed to the 'Family Learning Club' (FLC), to capture how the program has evolved from the Reading Club to actively engaging children and parents in shared learning activities.

The FLC is an inclusive multi-generational educational program designed to support the learning and development of children and young people, and empower parents to be their child's primary educator. Key outcomes are that:

- Children and young people will have improved outcomes in agreed learning areas.

- Parents will be empowered to have the confidence, skills and knowledge to support their child's learning and participation in education.

- Community volunteers and services are more engaged in supporting the learning of children and families.

The program supports around 70 children per quarter and involve 50 adults per quarter.

"This project provides educational support for disadvantaged children and their families, support which is more important than ever, due to COVID-19." says Lucy, "When the pandemic hit, the program was adapted to ensure continued support could be delivered in the home rather than onsite."





SRI LANKA OFERR with Parijat Chakraborty and Tripti Sharma



With so many children worldwide needing help, the first step of identifying a cause for our Foundation to support can be a challenge. In India, Foundation Ambassador Tripti Sharma, Research Director in Chennai and her colleagues worked with a number of local organisations to evaluate where that need might be greatest.

From the proposals received, the current greatest demand was decided as the Sri Lankan Tamil refugees who had fled their war torn homeland. Over 60,000 refugees live in 107 camps in the area alone with children only receiving a basic education in state run vernacular language schools.

Working with their partner OfERR (Organisation for Eelam Refugees Rehabilitation), the purpose of the project is to educate the children in English and digital skills to improve the quality of their education, future employability and earning capacity. This would be achieved through “Smart Classrooms” in 15 camps for 3750 young children. The first stage was to gain Government permission and agreement with partner organisation Karadi Path Education, a social innovation enterprise.

Next was to identify the camps where these classrooms would work most effectively. Selection was based on clear criteria: camps with high number of families, suitable hall

(secured) that required minimum refurbishment expenses and, most importantly, interest and support from parents. All this information was provided in the application for funds to the Foundation which provided a grant of Euro 64,900 in December 2019 for the project January – December 2020. The next stage was to recruit and train teachers and set up the Smart Classrooms by April 2020. Substantial progress was made, but, like many projects, the Corvid 19 lockdown delayed plans and the classrooms are not yet operating.

However, as Tripti tells us, plans are reviving and the Chennai team have been in regular contact to understand the challenges and advise on a work plan to resume. It has been possible now to start the Smart Classrooms in batches beginning with a few camps. This will be a window of the world for children who would never have been beyond their camps in rural villages- many are so remote that the children have to walk up to five kilometres to school.

“This project envisages a new life for these children,” says Tripti, “it will empower them to return to their homeland as change makers with the potential to contribute to its economic development in the future.”

FEEDBACK FROM OUR PARTNERS



TANZANIE BANGLADESH PLAN INTERNATIONAL



Since 2019, the Ipsos Foundation has been with us to defend the rights of vulnerable children, including their right to have a quality education. The Ipsos Foundation's first contribution was dedicated to a re-schooling programme for 5,000 children and with the objective to take them out of mine work in Tanzania. This project impacted the life of hundreds of children.

Then, we work again with Ipsos team when the Ipsos Foundation supported a project to promote and guarantee educational conditions for Rohingya refugee children in Bangladesh and thus prevent a whole generation of children living in a humanitarian crisis from being deprived of education.

On behalf of Plan International's teams in France, Tanzania and Bangladesh, I would like to thank the Ipsos Foundation and its entire team for their commitment and generous participation in the protection of children and young people.

Reina FERNANDEZ

Responsible for Private Partnerships

Department of Operations of Plan International France



ZAMBIA CARE CANADA EDUCATION SUPPORT IN MANTAPALA

CARE Canada's partnership with the Ipsos Foundation plays a vital role in advancing the critical need for education and skills training in the Mantapala Refugee Settlement in Zambia. Together, we're working to reduce class sizes, utilizing local labour and eco-friendly manufacturing processes to build the classrooms needed. As a result of the Ipsos Foundation investment in the students of Mantapala, specialized training is taking place and students are developing the necessary skills required to compete in the job market, or start a business. We are proud to call Ipsos Foundation a trusted partner.

Gail BLACK

Senior Director - Philanthropy - CARE Canada





FRANCE UNIVERSITE DE BOURGOGNE

DU Passerelle-Etudiants en exil

Created in 2017, the “D.U. Passerelle” has welcome about 150 students in the past three years. It has offered to exiled young people an accelerated path to integration thanks to intensive French lessons, academic refresher course, cultural immersion and social accompaniment. All students had in common their exile. They leaved countries like Syria, Soudan, Afghanistan, Libya, Yemen, Armenia, Ukraine, Russia... Most of them were graduated in their country of origin (half of them got Bachelor + three or more). To be noted, “DU Passerelle” tend to welcome more and more women candidates: they represented almost half of students in 2019-2020.

The support provided by Ipsos has covered two promotions 2018-2019 and 2019-2020, representing overall 102 students. The 15K€ donation especially founded the guidance counselor to facilitate post-DU integration. It has also founded cultural initiatives with Theatre lessons and contributed to the “Nomad festival” organized by the students in 2019. The past two years partnership went beyond donation as the Ipsos Foundation sponsors built solid relationships with the DU Passerelle team, and the students. Students especially appreciated being connected to the DU sponsors and socializing with professionals. The Foundation presence at key events allowed to students to value their progress and it has contributed to their overall motivation. The interest in the research Understanding has been high amongst the students, the partners and the DU team. We hope that we could pursue this partnership considering potential students training or hiring, Ipsos employees refugees’ godfathers, and support with IT equipment which are rising needs in this Covid19 context.

Claire DESPIERRES
Jerome BERTHAUT

Responsable des Relations Internationales



SOUTH AFRICA **THE PENINSULA SCHOOL** **FEEDING ASSOCIATION**

The Peninsula School Feeding Association (PSFA) is sincerely grateful to the IPSOS Foundation for providing funding in 2017/18 and 2019/20.

100% of the funding awarded to PSFA was allocated to providing 1 165 learners affected by poverty at two schools situated in Delft, a disadvantaged township situated on the outskirts of Cape Town, with a total of 682 200 daily nutritious cooked meals during this two-year collaboration.

The IPSOS Foundation's financial support played an essential role in reducing these learners' short term hunger, increasing their attendance and performance at school, decreasing the learner dropout rate, enhancing their ability to learn, building their immune systems and increasing their energy which resulted in improved concentration in the classroom. The impact of the funding also included providing peace of mind to the parents/guardians who were unable to afford to provide their children/wards with nutritious meals while at home and it provided income generating opportunities for the volunteer food preparers, mostly unemployed parents who prepared and served the meals to the learners at each school – each food preparer received a monthly stipend.

PSFA would like to take this opportunity to thank the IPSOS Foundation for joining us in the battle against childhood hunger at schools. Your significant contribution to providing these children with the opportunity to learn, grow, develop and achieve is greatly appreciated – you can't teach a hungry child.

Charles GREY
PFSA Fundraising Manager





SYRIA HOPE: "SYRIAN CHILDREN REFUGEES INTEGRATION THROUGH EDUCATION PROGRAM"

Once the project has been completed, we can say that the collaboration with IPSOS Foundation has been extremely positive. The Foundation's support was not limited to the mere disbursement of an economic contribution, but also took the form of constant attention to the evolution of the project, especially in its most delicate phases and with the constant idea of involving IPSOS employees and clients in the project.

The project allowed the Successful integration of 710 Syrian children of Lebanese refugee camps into formal schools, thanks to the development of personalized approaches to teaching methods and tools, according to the specific needs of each group and age group.

Despite the efforts made through the project, unfortunately the situation of the refugees followed by the project is not good. Learning had a first major disruption during the widespread demonstrations in October and November 2019 and with the coronavirus outbreak students lost almost half of their school year. Many families have seen their income reduced to zero, especially in Akkar, where the main source of income (both Syrian and Lebanese refugees) is occasional work in the camps, much of which should have taken place during the lockdown period. This has led to an impoverishment not only of refugees but also of the weaker sections of the local population. For this reason, during the months of lockdown, HOPE staff (helped in this by the teachers involved in the project) supported the basic needs of the refugee camps, such as food and basic medical assistance. For many children there is a risk of leaving school permanently unless they and their families receive the support they need to continue their education. Not going to school will have an impact that will extend beyond learning. In the most vulnerable communities there will be an increased risk of child labour for boys and early marriage for girls.



We hope to be able to structure the collaboration with IPSOS Foundation beyond this individual project. It was thanks to IPSOS that we were able to get in touch with the camp of Bellanet El-Hissa, which is particularly vulnerable due to its peculiarities, and for this reason we would be pleased if the children and young people of the camp could be "adopted" by IPSOS and by those who work there in a coordinated way and not only with the project just realized.

Federico GALLAS
General Manager

MEET THE IPSOS FOUNDATION BOARD OF DIRECTORS AND TRUSTEES

Our Board meets four times a year to review submitted educational project applications to ensure their alignment to the Ipsos Foundation mission statement and their potential benefit for children and youth. All members dedicate their time and energy on voluntary basis to help provide education for disadvantaged youngsters in today's increasingly challenging world.

Didier Truchot

Chairman and Founder of Ipsos and its charitable Foundation

Ewa Brandt

Director and Head of Ipsos Foundation

Florence von Erb

Independent Director (USA)

Brian Gosschalk

Trustee (UK)

Gill Aitchison

Independent Trustee (UK)

John Haworth

Trustee and Treasurer (UK)

Laurence Stoclet

Director and Treasurer

Sheryl Goodman

Director and Ipsos Foundation Corporate Secretary

Mark Campbell

Vice-president and Treasurer (USA)

Susan Walker

Independent Trustee (UK)

Antoine Lagoutte

Director and Secretary (France)

Rupert van Hullen

Trustee and Secretary (UK)

HOW WE WORK

EMPLOYEES' INVOLVEMENT

Ipsos Foundation operates across the globe thanks to a network of Ipsos Foundation Ambassadors which consist of a representative in each country where Ipsos has an office. Currently they are 86 ambassadors who form this Foundation Ambassadors Network. This team acts as our foundation representative to promote all projects and all activities. They submit project application to the Board of Directors on behalf of the country or the local NGO. The Board gives preference to projects that include volunteering opportunities for Ipsos employees and the engagement of local sponsors.

HOW TO SUBMIT A PROJECT

Applications for funding are submitted to the President of the Ipsos Foundation by Ipsos employees, on behalf of their chosen charity, using the Ipsos Foundation Application Guide. The President prescreens the applications to ensure the application is duly filled out and that supporting documentation is submitted. The applications are then submitted for the review of the Board of Directors of Ipsos Foundation. All submitted applications are reviewed during the quarterly meeting and the Directors.

FOR MORE INFORMATION

PLEASE CONTACT

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Head of Ipsos Foundation

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**IPSOS
FOUNDATION**

GAME CHANGERS

