

Empowered
women
change the world



FONDATION

CHANEL

OUR RESULTS (2011-2015)

22 projects supported
In 16 countries

3 year partnerships on average

22,000 girls and women supported

And more than 150 employees engaged in solidarity actions

Our history

With her talent and entrepreneurship, Gabrielle Chanel radically changed the conventions of fashion and set new standards of quality and creativity. Her professional success and her human values have inspired the empowerment of women everywhere. In the spirit of this heritage, the House of Chanel has made a strong commitment to these values by creating a corporate foundation, the Fondation CHANEL, dedicated to the support of women as agents of change throughout the world.

Our purpose

Since 2011, Fondation CHANEL has been working to improve the economic and social status of women and adolescent girls to strengthen their empowerment.

As of 2016, the foundation will also engage in the promotion of the role of women in arts and culture.

The foundation supports and accompanies innovative projects of general interest led by associations and social enterprises in Europe, the United States and internationally.

Our philanthropic mission

The foundation provides financial, human and technical support to long-term projects that contribute to the empowerment of women in its five thematic areas:

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The partnership with Fondation CHANEL allowed us to fund actions, such as communications and marketing for our social business, that no other donor had accepted to support. That made an amazing difference.

Alice Freitas
ASTA (Brazil)

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Access to economic resources

Promoting access to employment or entrepreneurship in order to achieve financial independence and reduce discrimination.

Education and training

Providing access to education and vocational training as essential conditions for employment and sustainable improvement of the economic and social situation of women.

Health and social protection

Ensuring access to health care and social protection as a prerequisite for independence.

Leadership and decision-making

Strengthening girls' and women's agency and self-confidence, their ability to speak up and promote gender equality.

Culture and Sports

Promoting access to sports and cultural activities as a means for personal expression, the development of social and leadership skills and professional integration.

On a case by case basis, the foundation can serve as a resource for supporting emergency projects affecting vulnerable populations, especially women and children.



Our role for the company

Mobilizing employees

The diversity of jobs within Chanel provides a great opportunity to support the non-profit sector. To promote employee participation around its mission, Fondation CHANEL encourages individual engagement, in close collaboration with human resources. It provides a way for employees to develop their skills and contribute their expertise to projects supported by the foundation, in areas as diverse as marketing, architecture, fashion, sales or communication.

Fondation CHANEL centralizes technical assistance requests made by non-profit organizations, it connects volunteers with partners and supports employees during their mission.

The foundation regularly shares information on the projects it supports and organizes events to raise employee awareness.

AN EXAMPLE OF EMPLOYEE ENGAGEMENT

In 2015, 13 CHANEL employees committed personal time for a mentoring program led by the French association «Sport in the City». Over 3 years, Fondation CHANEL funded a girl-focused program in the Paris area which allowed 220 teenage girls to meet around sports, cultural and professional integration activities.

CHANEL volunteer employees exchanged regularly with their mentees over 12 months. A job sharing workshop took place in April 2015. On this occasion, the girls discovered the particular challenges of protecting a brand and products with the Legal Department and the Quality Department, and the complexity of chemistry applications in cosmetics with representatives of the R&D department.

These inspiring experiences contribute to the vocational guidance of young girls and their openness to new careers.

Participation in internal and external institutional outreach

Fondation CHANEL provides an internal knowledge platform regarding philanthropy, economic and social development, women's empowerment and entrepreneurship, as well as cultural and artistic patronage.

With a presence in France and the United States, the foundation offers an expertise in the non-profit sector and develops employee engagement opportunities by sharing corporate skills.

At the global level, the foundation actively contributes to the Corporate Social Responsibility (CSR) strategy. It is also an active player in philanthropy networks internationally. As a bridge between the company and non-profit partners, Fondation CHANEL embodies a lasting commitment for women and girls worldwide.

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*Fondation CHANEL
encourages us to be
innovative and has a true
expertise regarding women
empowerment issues.
This is a key factor
of success.*

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*Emily Usher
European Women's Lobby
(Belgium)*



OUR APPROACH

Fondation CHANEL supports sustainable community projects adapted to the needs of women geared to the effective use of resources.

The foundation team evaluates the relevance and progress of the projects through field visits and regular technical and financial monitoring.

Actions supported by the foundation are not used for communication purposes. Relationships with partners are based on mutual trust and respect, collaboration and exchange of experiences, including through innovative sharing of best practices among project partners. With the commitment of more than 150 employees on a variety of missions, Fondation CHANEL is recognized for the quality of its support and transfer of know-how from the company.

Our team

Fondation CHANEL is a private and independent structure organized under two legal entities (Fondation d'Entreprise CHANEL, a French corporate Foundation which oversees the projects in the EU, and Fondation Chanel Inc., a Delaware corporation which will handle all other projects). The team works in close collaboration with Chanel in all countries. The global Board of Directors of the foundation operates out of New York and includes company leaders and non-profit experts under the presidency of Andrea d'Avack, Head of Global Corporate Social Responsibilities (CSR).

Fondation CHANEL in Paris

Executive Director: Miren Bengoa

Admin and Communication Assistant: Sidonie Frandaz

Europe Program Manager: Lisa Poupaud

Europe Program Intern: Félix Minvielle

International Program Manager: (to be filled)

International Project Officer: Fatem-Zahra Bennis

Fondation CHANEL in New York City

USA Program Director: Adeline Azrack

Finance Manager: Rachel Iseman