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ABOUT FONDATION CHANEL

MISSION

“TO IMPROVE THE ECONOMIC AND SOCIAL CONDITIONS OF WOMEN AND ADOLESCENT GIRLS AROUND THE WORLD”

5 THEMATIC AREAS

ECONOMIC RESOURCES AND ENTREPRENEURSHIP
EDUCATION AND VOCATIONAL TRAINING
LEADERSHIP AND DECISION-MAKING
HEALTH AND SOCIAL PROTECTION SERVICES
ARTS AND CULTURE

On a case-by-case basis, Fondation CHANEL also supports emergency projects affecting vulnerable populations, especially women and children.

Source: 2016-2017 internal database.
Fondation CHANEL is a private, independent foundation comprised of two legal entities: Fondation d’Entreprise CHANEL in Paris and Fondation CHANEL, Inc. in New York.
Fondation CHANEL was created in 2011 to improve the economic and social conditions of women and adolescent girls around the world. Since then, the Foundation has done substantial work to solidify this mission within the House of Chanel, among its institutional peers, and with organizations working on the ground to achieve women’s empowerment worldwide.

Despite significant progress realized in many countries, gender inequalities persist in many forms worldwide: women experience high levels of social and economic vulnerability, struggle to access education, health, and basic social protections, face higher barriers to employment, suffer inequalities due to unequal access to economic resources, and endure gender-based violence and discrimination. These realities are well known but remain alarming.

To ensure the implementation of the Sustainable Development Goals, further substantial investment is required to achieve gender equality. Community-based women’s rights organizations have an average annual budget of only $20,000 to $50,000 and mostly rely on the support of volunteers. On a global scale, only 16% of private philanthropic funding and 5% of public funding is devoted to closing gender gaps, combating discrimination, and enabling women to access better opportunities.

As a private philanthropic organization, Fondation CHANEL is firmly committed to making progress on these issues by providing financial and technical support to NGOs and social enterprises working to empower women and girls around the world. Since its inception, the Foundation has awarded more than $20.5 million in support of projects in 35 countries. It partners with organizations who take a direct, holistic approach to addressing the social and economic vulnerabilities of women and girls. Those working to change societal attitudes through advocacy or innovative and experimental programs also have a real potential to scale up with our support. The Foundation encourages its partners and facilitates their access to a broad network of actors involved in supporting marginalized groups, with the strong conviction that women, themselves, are key actors for positive change and development.

While targeted funding is essential to carry out effective large-scale programs, these programs can have a greater impact when they receive long-term support. Practice also shows that partners have greater chance for success if they receive long-term operational support, flexibility in implementation, and networking opportunities.

Drawing on the expertise of its team based in France and the United States, Fondation CHANEL has developed an approach to qualitative project assessment and results monitoring, which enables it to continuously question, adapt, and improve its methods.

This report highlights the key lessons learned from partnerships initiated between 2016 and 2017. The following conclusions merit particular mention and will remain essential to the Foundation’s strategy going forward: the importance of remaining attentive to partners and their needs; favoring a comprehensive approach to achieve long term results; and promoting synergies between structures to facilitate their development and sharing good practices.

Fondation CHANEL will continue to prioritize two levels of intervention to encourage a multiplier effect for its partners. It will select and co-construct new local partnerships in approximately thirty target countries while also developing more extensive regional and global partnerships. Building lasting alliances with organizations such as UN Women, Women Deliver, and the Organization for Economic Co-operation and Development (OECD) will also create opportunities to encourage other funders and associations to fully commit to the empowerment of women.

We are proud to present here key facts, figures, and stories from the projects implemented by our partners. Additional data will be made available on our website and regularly updated to showcase the outstanding work and relevance of the programs implemented by our partners.

In this way, Fondation CHANEL endeavors to use its resources and the commitment of the House of Chanel to support programs in highly varied and complex contexts, which will result in positive and lasting change for women and girls around the world.

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1 UN Women (2017) Annual report
2 OECD (2018), Private Philanthropy for Development, The Development Dimension
3 OECD (2018) Investing in gender equality to achieve sustainable development
Fondation CHANEL has developed a comprehensive analytical framework for gathering results and identifying the most relevant outcome and impact measures. Based on recent studies on the pillars for promoting empowerment of women and girls, this framework proposes five long-term results and associated indicators, which have been selected for their comparability and reliability.

This report focuses on the progress observed in the 45 projects supported by Fondation CHANEL in 35 countries between 2016 and 2017. While the Foundation began its work with a deep commitment to projects in France, it has since significantly expanded its focus to also include other European countries, the United States, and Asia, in addition to several countries in Latin America and Africa.

For more information on all current and past projects, please visit fondationchanel.org.

FROM WORDS TO ACTIONS

PYRAMID OF CHANGE
In countries where girls have significantly more limited access to basic health services and education, the partnerships analyzed emphasized the importance of improving access to quality information, through awareness raising campaigns or other culturally appropriate channels, as a complement to improving access to basic health care and education. Indeed, the girls of today are the women of tomorrow and they must be given the means to explore and develop their potential.

Fondation CHANEL supports projects that have been effective in improving access to healthcare, such as programs on preventing violence, sexual and reproductive health, and responding to psychosocial risks. Fondation CHANEL also emphasizes an intergenerational approach, which focuses more broadly on supporting girls alongside their families and the communities around them.

In response to the issues and challenges faced by adolescent girls in many countries, in particular where educational disparities are high (such as in Sub-Saharan Africa or India) access to secondary education and professional training is a major factor affecting empowerment.

Experimental and innovative programs, such as integrating mental health screenings and services for parents into routine pediatric services in the Bronx, New York or developing radio programs to raise awareness in schools in Tanzania are key examples of new strategies aimed at supporting the most vulnerable women and adolescent girls.

Ensuring girls’ access to education and basic health services is fundamental to achieving gender equality. Informing, raising awareness and mobilizing boys, and girls from a very early age is also vital.

60,000 WOMEN AND GIRLS BENEFITED FROM IMPROVED ACCESS TO HEALTH SERVICES

2,000 YOUNG WOMEN COMPLETED VOCATIONAL TRAINING PROGRAMS

In the Bronx, New York, poverty and difficulties navigating social services are drivers of vulnerability among women, who are often single parents. Meanwhile, it is widely recognized that the health and development of young children are largely dependent upon the health and well-being of their mothers. The HealthySteps program established by Montefiore Medical Center provides mental health screenings and services for caregivers at child health clinics. The introduction of the HealthySteps program in 20 pediatric primary care sites has significantly increased the number of women and children receiving services and is helping to establish better data on best practices for supporting women and families affected by poverty and trauma.

In Tanzania, half of the population is under the age of 18 and girls have a 40% chance of giving birth during adolescence, with higher rates among those living in rural areas. As a result, many of these girls are unable to complete their education and face increased risks of maternal and neonatal mortality. UNICEF has developed an innovative program in schools to raise girls’ awareness about subjects such as children’s rights, water, sanitation, nutrition, and sexual and reproductive health. UNICEF Tanzania created “Sara Radio”, an educational, local language radio program targeting and produced in collaboration with children aged 10 to 14, which is both educational and entertaining.
Fondation CHANEL supports projects offering a comprehensive response and long-term access to economic resources for women.

Beyond access to basic social services, key factors related to the advancement of women also include economic security, and decision-making. While women represent less than 30% of entrepreneurs worldwide, they constitute the majority of those in the informal employment and agricultural sectors, while continuing to shoulder the responsibility of two-thirds of all unpaid domestic work.

Fondation CHANEL’s partners have identified numerous opportunities to support marginalized women, such as migrants in urban areas in China, to find or return to gainful employment or start their own businesses. These training programs are linked to activities for combating poverty and social isolation. The various means of accessing credit in particular lead to significant individual and collective benefits for women. Current projects include group microcredit programs, entrepreneurship education and mentoring, and the promotion of new forms of social impact businesses. The project for professional integration using recycled advertising banners in Switzerland is one example. Furthermore, such interventions increase the presence of women in sectors such as manufacturing, handicrafts, hospitality services, and technology.

While the modalities of support are varied - from vocational training to parental support, microcredit, professional integration and life skills training - all projects emphasize the provision of holistic and personalized services to support women’s social and economic integration.

Supporting women today to advance their economic and social independence and leadership roles

Beijing is one of the most populous cities in the world, with 21 million inhabitants, including more than 8 million migrant residents, many of whom are young women. The organization Plan International takes action on several levels to improve their access to the labor market; mainstreaming gender in its response strategy, conducting preliminary market analysis, establishing a long-term technical training program, supporting the development of life skills, and linking businesses and young trainees.

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The organization SOS Femmes in Geneva houses the social enterprise CREATURE, a platform for creation and needlework, which supports marginalized women to develop professional projects in the sewing, socio-educational, or administrative support industries. The Creature workshop produces bags and accessories made from recycled advertising banners, providing training and supervision to the women involved for a sufficient length of time to ensure high quality social support. SOS Femmes also offers counselling services, including professional and social support, to sex workers seeking to leave the industry, as well as women who want to develop personalized professional projects.

**KEYWORDS**

- «Holistic program», «long-term action»
- «gender transformative approach»
- «Qualifications», «training»
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In a globalized world marked by real-time information, communication is key to changing social norms. Awareness raising efforts may be conducted directly within communities using culturally appropriate approaches, as well as through broader initiatives aimed at changing one’s own self-image and the perceptions of others.

Providing support to organizations that act for women and adolescent girls, through advocacy or information campaigns, is key to bringing about societal transformation.

Based on specific context analyses and wide-ranging consultations with stakeholders, Fondation CHANEL’s partners are at the forefront of designing community mobilization and awareness-raising campaigns using a variety of media tools. Current projects include an initiative to raise awareness on equality in countries in the Middle East and North Africa and the creation of an independent online platform aimed at young people in Japan to survey practices, respond to questions, and provide information on sexual health and gender relations. These projects enable young people to question social norms that confine both men and women, while proposing alternatives to give fair opportunities to all.

Advancing the role of women in society also means bringing about lasting changes in attitudes and deconstructing gender stereotypes. Strengthening organizations working to achieve this contributes to the sustainability of these initiatives.

In the Middle East and North Africa region, the Womanity Foundation has created an entertaining online video series, adapted to the linguistic and cultural context. Broadcast in 15 countries, it provides information and raises awareness towards women and their role in society. With a storyline focusing on a woman journalist facing obstacles to professional advancement and her choices on a daily basis, the series has had considerable success, leading to the production of three seasons with distribution across multiple platforms. Offline debates and workshops on gender-related issues raised by the series, such as violence, inheritance, and career advancement have also been organized in multiple countries to complement the online “edutainment”.

In Japan, in a context of low birthrates and a low contraceptive prevalence rate, taboos around sexual and reproductive health issues are powerful despite the apparent ease of accessing information online. JOICFP, an organization devoted to improving the lives of women and girls across the globe, has launched an awareness campaign dedicated to sexual and reproductive health and women and girl’s empowerment. The campaign includes an entertaining and informative online resource site and outreach activities with “celebrity activists” and young “peer activists” to promote the platform across all regions of the country and to raise awareness and mobilize audiences of all ages, with young people as the main target group.

5.3 MILLION PEOPLE RECEIVED GENDER-SENSITIVE INFORMATION THROUGH MASS COMMUNICATION CAMPAIGNS

7,230 MEN AND WOMEN TRAINED ON GENDER EQUALITY ISSUES

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Arts and Culture
Promoting the role and visibility of women

Since 2016, Fondation CHANEL has also made a commitment to advancing gender equality through the arts and culture as well as to promoting the role of women in the arts.

The Foundation’s activities in this area focus on three pillars:

• A means of social and economic integration for women
• A way to raise awareness and change mentalities
• A lever to make women artists more visible

FOCUS

The role of women in the arts and culture has historically been understated. Fondation CHANEL promotes the role of women in the cultural sector and the visibility of women artists through a variety of project. For example, the French association AWARE works to reinstate the role of women artists in art history, in particular through its online knowledge platform, which is updated daily and is one of the first of its kind in the world. The opening of the AWARE Lab Paris, a research and resource center about women artists, numerous international conferences, and an annual prize have created significant buzz around the issue of valuing women’s role in the arts.

KEYWORDS

“Visibility”, “legitimacy”, and “online presence” are key elements in the success of this project, which has reached a wide audience and has already led to the publication of more than 320 short biographies of women artists.

FOCUS

Fondation CHANEL is supporting Culture for Causes Network, which organizes #MuseumWeek, the first worldwide cultural event taking place on social media networks, and contributes to global conversations with museums and cultural institutions across the world to raise awareness about the role of women in the arts and culture.

KEYWORDS

“Dissemination”, “knowledge” and “digital strategies” are key elements in the success of these projects, which have reached almost 3 million people worldwide.
Evaluating, documenting, and promoting effective solutions is critical to both highlight successful strategies and share lessons learned with others to avoid future potential setbacks.

Fondation CHANEL identifies specific indicators and tangible results, both quantitative and qualitative, to assess the impact of its support. The same applies to the programs that the Foundation finances.

All supported projects undergo a capitalization analysis at the end of the partnership, which highlights lessons learned that are worth sharing.

The Foundation contributes to enhancing and strengthening global knowledge and good practices for the promotion of gender equality by supporting experimental projects, actionable research, encouraging sharing of experiences and results, and generating new data.

\[ \text{25% of projects are submitted to external evaluation} \]

Following the violent conflicts taking place in countries bordering the European Union, Germany has taken in a significant number of migrants, both women and men. In response to this influx, the authorities, associations, and the general population have mobilized to support their integration. The organization PHINEO identified and analyzed impact-oriented good practices to promote the social and professional integration of women migrants and refugees in the country.

For three years, the Mediterranean Women’s Fund organized trainings in collective intelligence, which enabled a number of non-profit leaders in France and the Maghreb to strengthen their capacities. Training modules were developed to capitalize on the action and share good practices to support replication in other regions.
FOCUS

Grassroots organizations working to promote women’s rights and empowerment require various types of support to carry out their remarkable work. To this end, Fondation CHANEL creates space for dialogue and mutual enrichment.

While financial support is essential to implement activities, the Foundation is convinced of the importance of discussing with its partners how these funds can be allocated most effectively. It is necessary to go beyond distinctions between “project” and “operations” and to think in terms of a project approach and overall effectiveness.

The Foundation strives to have ongoing exchanges and to build trusting relationships with its partners, which are key factors to the success of any program.

Finally, the Foundation supports its partners to achieve greater visibility for their actions and provide means by which organizations can grow stronger, particularly by contributing internal expertise and promoting capacity-building.

EMERGENCY RESPONSE

On a case-by-case basis Fondation CHANEL supports emergency programs affecting vulnerable populations, particularly women and children.

Due to the deeply entrenched gender inequalities and discriminatory practices that prevail throughout the world today, women and girls are especially vulnerable during humanitarian crises. For example, the mortality rate of women and girls is higher and a large portion of maternal deaths occur during disasters or crises. In addition, women are often left out of emergency relief and post-emergency reconstruction efforts, despite the fact that women are critical to re-establishing peace and security and helping their communities become more resilient.

In 2017, Fondation CHANEL made a global commitment for emergency relief operations through a donation channeled among six nonprofit organizations addressing the hurricanes affecting Florida, Texas, Puerto Rico, and the French Antilles, as well as the earthquakes in Mexico. Part of this donation was also directed to supporting emergency relief for the Rohingya refugee crisis in Bangladesh.

“Ensemble” Fondation CHANEL’s Partners Seminar

Every two years, the Foundation brings together all of its partners to participate in training workshops and exchange experiences. This seminar offers a unique opportunity to share among peers and identify bridges between projects that are geographically far apart or that target similar populations.

Building on the relevance and positive results of the projects that we support, we will continue our endeavors to identify and strengthen meaningful actors and actions in the area of gender equality. Our role is to guarantee support of a quality commensurate with the ambitions of our partner organizations. Our guiding principles are to develop durable programs with them and to provide them with the means to act and grow.

We will also engage in expanding partnerships and will be able to contribute in particular to regional funds dedicated to women’s empowerment. There are still too few of these funds and they are often under-financed. Their work will be enhanced through specific support to strengthen their capacities to redistribute funds and advocate effectively.

In our interactions with partner associations within foundation networks such as the Centre Français des Fonds et Fondations (CFF) and the European Foundation Center (EFC) and in international bodies, such as the OECD or UN Women, we will work to integrate our expertise on supporting vulnerable women in broader exchanges on international development or the social economy.

To advance gender equality and bring about profound changes in attitudes on this issue, this mission will continue to drive us, supported by all our partners and the House of Chanel. It will determine social progress and the development of our societies.
It not only improved my income, but also helped increase my self-esteem and strengthen my professional knowledge.

2,000 young women accessed and completed vocational training programs.

I am more aware of my health and keep track of my well-being.

The support from Fondation CHANEL gave new life to the project and came at a time when it was facing an important challenge.

5.3 million people received gender-sensitive information through mass communication campaigns.

4,500 women received leadership training.

7,230 men and women trained on gender equality issues.

60,000 women and girls benefitted from improved access to health services.

1,600 women gained employment or created businesses.

Between 2016 and 2017
Fondation d'Entreprise CHANEL
régie par la loi n° 87-571 du 23 juillet 1987 modifiée, dont la constitution a été autorisée
par arrêté du Préfet des Hauts-de-Seine du 10 mai 2011 et publiée au Journal Officiel le 18 juin 2011,
et dont le renouvellement a été publié au Journal Officiel du 18 juin 2016,
ayant son siège 135 avenue Charles de Gaulle à Neuilly-sur-Seine (92200)

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Empowered women change the world.

Fondation Chanel