

# IPSOS FOUNDATION

## FOUNDING CHILDREN'S FUTURE

GAME CHANGERS





**A**s 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 of the Ipsos Foundation in 2014, which supports education projects for underprivileged children and young people 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 active participation in society. In recent years there has been one group of people particularly excluded and at risk: migrants and refugees, with the number of forcibly displaced people in the world at its highest 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 decided to focus on the education of refugee and migrant children.

In the following pages you will discover the work of our Foundation, through a series of portraits of several recent projects.

**Didier TRUCHOT**  
*Chairman & Founder, Ipsos*



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





# ABOUT THE FOUNDATION

## THE IPSOS FOUNDATION WAS FOUNDED IN



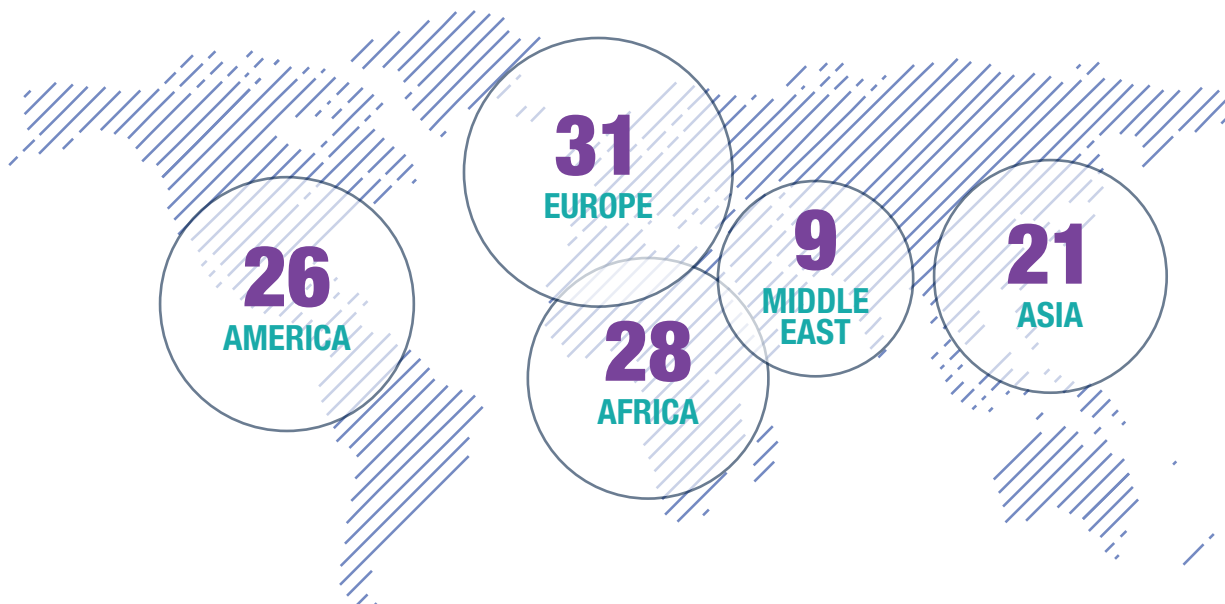
**2014**

IS COMMITTED TO

Providing access to education for disadvantaged children and young people

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

Supporting innovative and nonverbal education, to meet the specific needs of refugee children and young people



# OUR PROJECTS AT A GLANCE



# FOUNDING CHILDREN'S FUTURE

## ACROSS THE GLOBE



### A Path ahead for Rohingya children in Bangladesh



In Burma, a massive humanitarian crisis saw thousands of Rohingya people, of whom 60% were children, flee into nearby Bangladesh. The concentration of refugees at Cox's Bazar, a town on the country's South-West coast, is among the densest in the world.

"The Ipsos Foundation has been with us to defend the rights of vulnerable children including the right to education" says Reina Fernandez, of Plan International. We also had to address several underlying issues, including raising parents' awareness of the importance of education or the exclusion of disabled children.

### Supporting the Digital Education of Tamil Refugees in India



Ipsos in India worked with the Organization for Eelam Refugees Rehabilitation (OfERR) to enhance the digital literacy and communication skills in English of children & youths living in refugee camps in India's Tamil Nadu state.

With financial support from the Ipsos Foundation, OfERR has set up SMART classrooms, equipped with smart TVs and internet connections in refugee camps across 15 districts in TamilNadu.

The training was delivered through the 52-week "Magic English" module, in an edutainment format. Over 1,000 students have attended these classes.

The Ipsos in India team is exploring programmes through other NGO partners for refugee children, with a view to expanding our action beyond these refugee camps.

### Professional Orientation in Cambodia



The Ipsos Foundation supports Sipar, a Cambodian NGO, to strengthen professional orientation and the civic commitment of young people.

The Cambodian labour market suffers from an endemic mismatch between the skills required by companies and those taught at school, in a rapidly developing and evolving country. Students, especially in rural areas, face a critical lack of information about the labour market in general, and their professional education and career opportunities in particular.

The Foundation's support allowed Sipar to set up a library equipped with a Vocational Orientation Corner for high school students, to help them choose their future jobs and career path. The library also provides IT equipment and various resources and documentation on jobs and careers. This project will benefit more than 800 students, including over 400 girls, who are more at risk of dropping out of school in these rural areas, especially since the Covid-19 pandemic.

### Library and Reading Garden in Indonesia

The Ipsos Foundation has funded the construction and operation of a library in Flores Island. Around 1,000 books and supporting educational material have helped to enhance the educational and community development in the area.



## AMERICAS

### Reading is fundamental (US)



Reading is a fundamental skill, and a pre-requisite to future academic success. This was the inspiration behind our US team's project to bring books and a love of reading to refugee children. Our colleagues used their flex summer hours to take part in reading programmes. "We set a goal of 1,000 books donated and Ipsos people tripled that goal across 17 of our offices." Live readings by Ipsos staff took place for kids across five US cities. Books given to 3,000 displaced children in Texas helped increase reading motivation. This project shows that our contribution to society is not only financial – it can also take the form of time given to others.

### Shaping a New Future for vulnerable children in Brazil



The Novo Dia NGO, based in the city of Monte Mor (Brazil), founded in 2003, is a civil and philanthropic association that promotes social, cultural, professional, technical and ethical assistance to children and teenagers in need and their families.

The Ipsos Foundation supports Novo Dia's Open Doors project, which involves professionalizing training modules, to prepare local young people for the job market.

This training covers communication, digital inclusion, logics, while a social worker and psychologist supports the participants and their families. In the past 5 years, the NGO has impacted 600 kids. With the support of the Ipsos Foundation, Novo Dia plans to expand their service to impact 1,800 young people (18% of the city's under-18 population).

### The Joseph School Haiti



Formed in the aftermath of the devastating earthquake of 2010, the Joseph School aims to educate and empower a new generation of Haitian leaders.

This is most important in a country where 80% of children do not progress beyond primary school/sixth grade. The Ipsos Foundation is proud to join hands with other market research companies to support The Joseph School.

### Raising \$100,000 for UNICEF



The Ipsos Foundation, in partnership with the Market Research Foundation, teamed up with researchers across our industry, to walk, bike, or run over a 25,000-mile race in June 2021, in support of children's education.

We are proud of the 1,149 Ipsos employees around the world, from Seoul to New York and Paris, who logged 74,453 miles and participated in our industry's largest-ever fundraiser!

The money raised supports UNICEF's effort to improve access to education for the world's most marginalized children. Whether it is about setting up temporary classrooms for refugee children, distributing books and other learning materials or training teachers, we are proud to make a difference in the lives of vulnerable pupils everywhere.

### Rumbo Empreder (Colombia)



Colombia has endured a 52-year civil war, during which time young people growing up in the country have faced massive challenges to complete their education, fulfil their potential, find employment and become active citizens. Rumbo Empreder is a project designed to transform the town of Carepa, Urabá by helping a group of over 300 disadvantaged students to produce socially responsible entrepreneurship projects that are directly linked to the needs of their community (e.g. sustainable farming, use of water, education). The project aims to give them the necessary character and leadership skills to become effective and responsible leaders who can contribute to building peace in Colombia.

Ipsos employees in Colombia have played a key role in the project, by leading the impact measurement. Because impact evaluation is an essential part of any charitable work.

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

### Cidadao Pro-Mundo (Brazil)



Operating in Brazil, Cidadao Pro-Mundo provides young citizens

and adults in low-income communities with education opportunities, while also promoting social inclusion and integration, through weekly English classes. It currently ranks as one of Brazil's 100 Best NGOs and won the country's "Best NGO in Education" award in 2020. With the pandemic, it started offering English classes online, which opened new possibilities for the programme to grow. With the Ipsos Foundation's support, the NGO developed "CPM Online", an online project connecting volunteers and students without geographic barriers. The association plans to reach 2,300 students and 1,400 volunteers.



### Psychological Support to mothers in South Africa



The Ipsos Foundation supports the Ububele Educational and Psychotherapy Trust, which helps refugee families in South Africa.

Ububele's objective is to improve the mental health of refugees through training programmes focusing on infancy, early childhood and experiential group work for mothers and children. The Foundation's grant has helped to develop home visiting programmes, with professionals visiting and supporting vulnerable new mothers, to offer the psychosocial and emotional support that can help them to bond with their babies and raise their children in a positive environment. The Ububele team of 8 home visitors has helped hundreds of families. In the words of Nelson Mandela, "giving children a healthy start in life, no matter where they are born or the circumstances of their birth, is the moral obligation of every one of us".

## Fighting illiteracy and early marriage in Kenya



The Solace Education Centre (SEC) is a Community Based Organization that seeks to address the high illiteracy levels amongst children and the early marriages of girls as young as thirteen in Hademu Village, Kaloleni Kilifi County. The centre was set up in January 2015 with 100 children by George and Priscilla Masha, to provide primary-level education. Kilifi County is one of the poorest areas in Kenya: 23% of girls are married before their 18th birthday, just 13% of Kilifi County residents have a secondary level of education, and 36% have no formal education. Since the project started, the school's population has tripled.

Ipsos's Country Manager in Kenya commented: "We are committed to making a difference in the world by investing in education, especially for those who need assistance. We are humbled to see that 300 underprivileged children now have equal opportunities to be educated as successful citizens, safe from early marriages".

## You cannot teach a hungry child



The Ipsos Foundation works with the Peninsula School Feeding Association (PSFA) in South Africa.

The PSFA has provided hundred of thousands of meals to a total of over 1,000 children attending Gateway Primary School and Aberdare Primary School in Delft, South Africa. This has helped the children in many important ways: reducing their short term-hunger, increasing their attendance and performance at school, enhancing their ability to learn and to concentrate in the classroom. It also offers employment opportunities, as food preparers are recruited among for parents at each school.

## Menstrual pads to strengthen school attendance in Uganda



The Ipsos Foundation collaborates with SINCE in Uganda, on a project aimed at increasing knowledge on menstrual health and hygiene for schoolgirls in the counties of Busoro and Hakibale. The project has benefitted over 600 women and girls, who have been trained in the making of RUMPS (Reusable Menstrual Pads). Mrs Kazooba of Kicuna village in Busoro shared her story of how she and her four daughters could not afford pads each month, resulting in her daughters missing school. For her and her daughters, the RUMPS project was a 'God Send'.



## Protecting and integrating young migrants in Italy

Children and young people leave their country for various reasons, voluntarily or involuntarily, sometimes without their parents. As a consequence, they may be particularly at risk of exploitation, abuse and violence.

The Ipsos Foundation has collaborated with Save the Children, to support unaccompanied foreign young adults in two centers, in the North and South of Italy, and offer them protection and help in their path towards inclusion and autonomy. The CIVCOZERO programme is based on three pillars:

- Education, with Italian language courses by professional teachers
- Work and autonomy, with individual guidance and coaching to facilitate access to the labour market
- Material support for school books, clothes, accommodation and other basic daily needs.



## French university degrees for migrants



Since 2018, the Ipsos Foundation has been supporting the “Gateway” (“Passerelle”) diploma of Burgundy University, which helps refugee students accelerate their path to integration. An intensive training in language, culture, and university methodology, sanctioned by a university degree, “Gateway” allows refugee students to resume their interrupted studies or convert the degrees they had in their country of origin into one that is recognized in France. In 2022, around 60 students from different countries will benefit from the programme, which mixes solid academic training (over 400 hours) and cultural activities.

To date, the Ipsos Foundation’s contribution has helped over 100 students and funded a guidance counselor as well as cultural initiatives.

## School Book Clubs in the United Kingdom

The “Book Clubs in Schools” (BCIS) project, sponsored by our colleagues from Ipsos in the UK, trains 15-17 year-olds to facilitate weekly book clubs for younger pupils (11-12 year-olds). The aim is to develop greater engagement with reading, build character skills and offer an opportunity for all to discuss books. Today, the programme covers schools in London, Manchester and Wolverhampton, and it continues expanding.

As a result of the pandemic, BCIS changed the way it operates and communicates with schools. It delivered training, resources and school support virtually, which enabled the charity to reach even more schools. A new initiative is the National Teen Book Club, an online version now offered nationwide for young people aged 14-19 – allowing them to discuss books, hear from motivational speakers plus a Q&A with the author of the chosen book. This programme will run 6 times per year and will be free for all participants.

## Integrating refugee children into the French education system



In June 2019, the Ipsos Foundation started collaborating with the French charity Droit à l’Ecole, to help rent premises for courses for isolated teenagers. Droit à l’Ecole – “the right to go to school” – makes education accessible to marginalized communities. It supports isolated teenage migrants in their reintegration into the school system.





## MIDDLE EAST

### Bringing smiles to Syrian children



The Syrian conflict has led to a large influx of refugees into the border regions of Lebanon. It is estimated that over 40% of these migrants are children. One of the main issues among these children is the school dropout rate.

In collaboration with the HOPE Foundation, the Ipsos Foundation has helped to offer them an education and to bridge the gap between refugees and the local population.

The project allowed over 700 children, boys and girls, aged 6 - 16 years, to join local schools in two regions.

They received after-school classes, including mental calculation classes to improve memory and concentration. Psycho-social activities helped them, through games, to develop their own capacities, to communicate and collaborate.

The greatest reward of this programme was to see the children's smiles and joy despite the difficulties they face every day.

### Equipping schools in Yemen



CARE Yemen's objective is to rebuild an education offer for poor children affected by the conflict that has been affecting the country since 2014. Boys and girls have seen their access to education improved by its projects in 20 vulnerable government schools.

The Ipsos Foundation has contributed to the rehabilitation of

schools, for 2,000 children, by providing desks.

### Supporting the Healthy Schools Programme in Jordan



The Ipsos Foundation supports the Royal Health Awareness Society (RHAS)'s Healthy Schools programme, in two schools in the North of Jordan, close to the Syrian border. The Al Mnaisah School has tackled topics such as oral and personal hygiene, as well as the importance of physical activity and healthy nutrition. The youngest pupils were offered live demonstrations and activities such as handwashing and teeth brushing, whilst older students were taught about drug abuse and smoking.

One of the greatest challenges for the West Areenbah School was to increase local community involvement. The students volunteered to help conduct free blood pressure and glucose measurements. Other topics covered included mental health and diabetes awareness sessions, nutrition, personal hygiene and first aid. Ipsos employees took part in one of their health activities.

### Supporting Syrian refugees in Jordan with Mateen



Ipsos in Jordan collaborates with Mateen, a local NGO, on the "Funtech" project. It aims to tackle the technology illiteracy gap among 600 Syrian refugee teenagers, through two mobile technology learning units, providing basic computer usage skills.

# FEEDBACK FROM OUR PARTNERS



# IN THE WORDS OF OUR PARTNERS



TANZANIA  
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 lives of hundreds of children. Then, we worked again with the Ipsos team on a project to promote and guarantee educational conditions for Rohingya refugee children in Bangladesh, helping to prevent a whole generation of children 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**

*Head of Private Partnerships  
Department of Operations, Plan International France*



## CARE CANADA AND THE IPSOS FOUNDATION PARTNERING FOR REFUGEE CHILDREN IN MANTAPALA (ZAMBIA)



*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 are 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's 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





## UNIVERSITY OF BURGUNDY

Diplôme d'université (DU) Passerelle-Etudiants en exil



*Since its creation in 2017, this course has been followed by hundreds of students. It offers young refugees an accelerated integration path through intensive French lessons, an academic refresher course, cultural immersion and social support. Exile was the common point between all these students. They have fled countries like Syria, Sudan, Afghanistan, Libya, Yemen, Armenia, Ukraine, Russia... Most of them were university graduates in their country of origin.*

*The support provided by Ipsos covered two promotions, totaling 102 students. The donation helped to fund a guidance counselor to facilitate the students' professional integration. It also supported cultural initiatives including drama lessons. The partnership went beyond the donation itself, as the Ipsos Foundation sponsors built solid relationships with the university's team and the students. The students particularly enjoyed being connected and socializing with French professionals. The Foundation's presence at key events helped them to assess their progress and contributed to their overall motivation. Interest in the market research industry has been high amongst the students, the partners and the university's team.*

*We hope to pursue this partnership, in terms of training, job offers at Ipsos, mentoring, and support with IT equipment.*



**Claire DESPIERRES  
& Jerome BERTHAUT**

Lecturers  
University of Burgundy



## FOOD FOR EDUCATION



*The Peninsula School Feeding Association (PSFA) is sincerely grateful to the Ipsos Foundation.*

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

*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 cannot teach a hungry child.*



**Charles GREY**  
*PFSA Fundraising Manager*



## HOPE FOR SYRIAN CHILDREN



*The collaboration with the 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 from 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 age group.*

*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.*



**Federico GALLAS**  
General Manager





# MEET THE IPSOS FOUNDATION BOARD OF DIRECTORS AND TRUSTEES

Our Board meets four times a year to review project applications and ensure their alignment with the Ipsos Foundation's mission and their impact on underprivileged children and young people.

## **Didier Truchot**

*Chairman and Founder of Ipsos and of the Ipsos Foundation*

## **Lauren Demar**

*Director*

## **Mark Campbell**

*Vice-president and Treasurer (USA)*

## **Brian Gosschalk**

*Trustee (UK)*

## **Gill Aitchison**

*Independent Trustee (UK)*

## **Gary Moore**

*Trustee and Treasurer (UK)*

## **Laurence Stoclet**

*Director and Treasurer*

## **Sheryl Goodman**

*Director and Ipsos Foundation Corporate Secretary*

## **Susan Walker**

*Independent Trustee (UK)*

## **Antoine Lagoutte**

*Director and Secretary (France)*

## **Rupert van Hullen**

*Trustee and Secretary (UK)*

## **Frédéric Corbay**

*Director*

## HOW WE WORK:

## EMPLOYEES' INVOLVEMENT

The Ipsos Foundation operates across the globe, thanks to a network of Ambassadors in each country where Ipsos has an office. Currently, there are 86 such local representatives of the Foundation. This network promote all our projects and activities. They review local projects and submit them to the Board of Directors and Trustees. The Board encourages projects that involve volunteering opportunities for Ipsos employees. All projects have a local Ipsos sponsor, who monitors their implementation.

## HOW TO APPLY FOR FUNDING

Applications for funding are submitted to the Head of the Ipsos Foundation by Ipsos employees, on behalf of their chosen charity, using the Ipsos Foundation Application Guide available on the Ipsos intranet. The Head of the Foundation pre-screens the applications to ensure they fall within the remit of the Foundation and contain all the required information. The projects are then reviewed by the Board of Directors and Trustees.

## FOR MORE INFORMATION

PLEASE CONTACT

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