

15 years

Combating
gender-based
violence:
engaging the
next generation

Now is the time to start talking
about child sexual abuse and
violence against children.

KERING
FOUNDATION



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15 years

**Supporting, protecting,
caring for, empowering, financing,
providing opportunities...**

We would like to express our
admiration and gratitude to all those
across the globe who have taught us
so much through their courage, their
perseverance, and the strength of their
convictions. Their determination inspires
ours, shaping our vision for the future.

2008 ————— 2023



**Continuing our work
for a world free from violence**

15 years ago, we took up the fight against a largely taboo topic: violence against women. Over the years, we have worked with grassroots organizations to support women survivors and contribute to changing the attitudes and behaviors of younger generations. We have opened up the debate and brought others on board.

Today, we are expanding our scope of action to combat child abuse, in order to break the cycle of violence passed down from generation to generation. This new step is a natural continuation of the work we have been doing since 2008 and gives it a new scope.

François-Henri Pinault
Kering Chairman and CEO
Kering Foundation Chairman

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15 years of commitment and a new ambition for future generations

Since 2008, we have built close, long-term relationships based on trust with our partner organizations, and together we have supported one million women survivors of violence in the United States, France, Italy, Mexico, the United Kingdom, China and Korea.

To improve the safety, health and independence of women and children, we will continue to tackle systemic violence and its root causes, preventing its perpetuation from generation to generation.

Céline Bonnaire
Executive Director,
Kering Foundation



Supporting women survivors



1 million women supported

Access to comprehensive, high-quality support is essential for women who have been victims of violence to reclaim their lives: these services encompass health-care, psychological guidance, access to appropriate resources, and a holistic approach to regain independence.

Over the past 15 years, the Kering Foundation has actively worked with organizations that provide tailored support to women survivors, whose programs have proven their effectiveness. In tune with their needs, we build long-term partnerships with a select group of feminist organizations operating at different levels: specialist organizations with national networks, such as the *National Network to End Domestic Violence* in the United States; pilots with the potential for a broader reach, like *Colori Vivi* in Italy; and grassroots initiatives, such as the *London Black Women's Project* in the United Kingdom.

Providing a secure professional environment

Domestic violence has repercussions on the professional lives of women survivors, affecting their relationships with colleagues and their overall well-being at work. It is essential for women to retain their employment and financial independence.

Since 2011, the Kering Foundation has offered training sessions on domestic violence to Group employees, designed to explore the complexity of this topic, understand their impact in the workplace, and learn how to support colleague survivors. These sessions have been developed with specialist organizations: *Donne in Rete Contro la Violenza* (Italy), *Fédération Nationale Solidarité Femmes* (France), *National Network to End Domestic Violence* (United States), *Red Nacional de Refugios* (Mexico), and *Women's Aid* (United Kingdom). In 2021, we also introduced a comprehensive Domestic Violence Policy for the 49,000 Kering employees, offering them tailored support.

"I am so proud of this commitment. It sends such an important message: a safe space within the company for women experiencing domestic violence, and tangible support to build a better future. Together."

Annalisa,
Kering employee

Protecting children victims of violence



1 in 5 women and 1 in 13 men

report being victims of sexual abuse as a child. 70% to 80% of the perpetrators are family members or friends of the victim*.

Sexual violence against children, especially incest, is widespread, transcending all cultures and social classes. Yet, this phenomenon remains taboo.

To break the silence, the Kering Foundation has supported various initiatives since 2019. We funded the opening of a consultation service for adult women survivors of incest at *La Maison des femmes de Saint-Denis* in collaboration with *Face à l'inceste*. We partnered on the podcast *Ou peut-être une nuit* (Louie Media), which has become a key resource on this topic in France. We have also collaborated with *Face à l'inceste* in its efforts to raise awareness and communicate the urgent need for child protection and prevention measures.

*The statistics above are derived from various studies conducted worldwide

47

women victims of incest supported at *La Maison des femmes de Saint-Denis*

Promoting promising models

5

million euros invested to establish 15 *Maisons des femmes* in France alongside public authorities



As a private funder, we are able to take risks by supporting pilot projects and scaling them up once their effectiveness is proven. Since 2019, we have backed six pilot initiatives dedicated to supporting women survivors in four countries. We have helped showcase their performance, mobilized other donors and policymakers, and secured their long-term sustainability.

We were the first private partner to support *La Maison des femmes de Saint-Denis*, contributing to its initial construction phase and facilitating support from public authorities. Today, *La Maison des femmes* has demonstrated its ability to help women break the cycle of violence and rebuild their lives. Recognized as a *mission of general interest* (MIG) by the ministry of health, this model is currently being deployed throughout France, with the support of the Kering Foundation and other private partners within the *Re#Start* collective.

La Maison des femmes An exemplary model

Every day, between

60 & 90

women walk through
the doors of *La Maison
des femmes de Saint-Denis*
to rebuild their lives

Established in 2016 in France, in Saint-Denis, by the obstetrician-gynecologist Ghada Hatem, *La Maison des femmes de Saint-Denis* is a unique center offering consultation and prevention services to women facing various challenges: unwanted pregnancies, victims of domestic violence or incest, survivors of female genital mutilation. In 2016, it was the only place in France to offer comprehensive care (medical, social, legal, psychological and post-traumatic support) through a multidisciplinary, coordinated approach. Its innovative financing model based on public-private partnerships, with the Kering Foundation providing support from the outset.

And the results speak for themselves! *La Maison des femmes* has demonstrated its effectiveness, emerging as an exemplary model. There are currently 11 *Maisons des femmes* in France within the *Re#Start* collective, which promotes their expansion and the sharing of best practices.



Proposing flexible funding

Through conversations with our partners, we learned about their need for flexible funding, beyond financing for specific projects. Leveraging the trust we have built with the organizations we support, we allow them the freedom to use these funds according to their specific operational needs.

For example, the *Fédération Nationale Solidarité Femmes* (FNSF) was able to allocate these funds based on its priorities. In 2022, they chose to finance the creation of a second legal role to ensure compliance with GDPR. The financial support also enabled the creation of a full-time position for an administrative and financial manager, as the workload was no longer compatible with a part-time position.

1M€

in unrestricted funds allocated to specialist organizations combating violence against women since 2019

Sharing and learning together



“Joining the Kering Foundation community means acquiring better tools to support even more women.”

Rosalía Trujano Ortega, founder of *Las Panas* (Mexico)

Engaging in discussions about lived experiences, best practices, and pitfalls to avoid is crucial for progress and providing solutions that are increasingly tailored to the challenges of gender-based violence. This is why we actively encourage the exchange and sharing of experiences with and among our partners.

On several occasions, we brought together around twenty organizations and social entrepreneurs from six countries for 48 hours of brainstorming sessions, creative problem-solving workshops, networking, and roundtable discussions. During these sessions, Kering employees also participated to put their skills to work for our partners. Acquiring new knowledge, exploring development opportunities, building bridges between companies and NGOs, and sharing best practices and daily challenges fostered unique connections among participants!

Mobilizing Kering employees



“We are often absorbed by our daily routine. This volunteering experience broadens our perspectives, and refocuses our priorities and values.”

Julien,
Kering employee

Kering offers its employees to take part in volunteer opportunities where they can use their skills and time to support Kering Foundation partners. We communicate our partners' needs in areas such as communication, marketing and human resources through internal platforms. Kering employees can then spend up to 21 hours per year to volunteer with them.

For example, in Mexico, our local team works closely with *Las Panas*, a social bakery in Mexico City where women in vulnerable situations come together for free training, support, and to escape violence. In addition, every 25th of the month, Kering purchases bread and pastries from *Las Panas* for internal events and to raise awareness about violence against women.

Covid-19 and violence: acting with responsiveness and flexibility

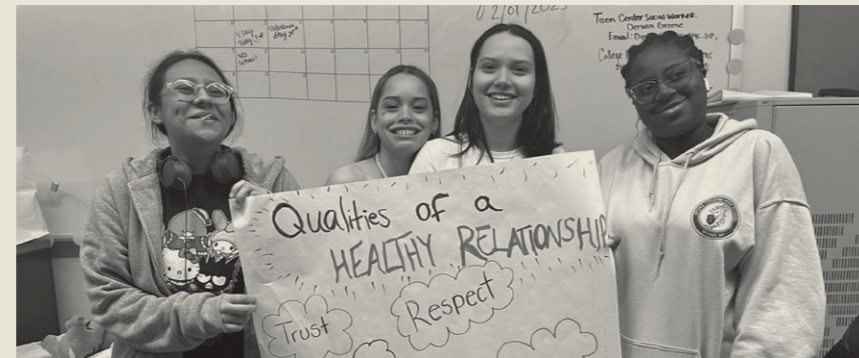
Women are often the most affected by crises. The pandemic demonstrated this once again, with a surge in domestic violence during the lockdowns in 2020 (and beyond). The *UN* signaled an increase in cases of violence against women. In the UK, calls from victims of domestic violence to the national hotline spiked by 65% the first weekend in April. During the same period, the number of cases of domestic and intrafamily violence increased by 30% in France.

In response to the Covid-19 crisis, the Kering Foundation established new flexible and unrestricted funding to allow its partners to use it freely and promptly respond to emergencies. We also allocated additional grants and in-kind support, including supplying computers to the organization *FNSF*, which enabled the operators of its national helpline for victims of gender-based violence (3919) to work from home during the lockdown.

“While funding for specific projects is essential to our work, support for the organization’s general operations is equally critical yet often the most challenging to secure. This is one of the reasons why we appreciate our partnership with the Kering Foundation so much. Especially this year [2020], as the ongoing pandemic has increased the demand for support, and we have had to broaden our scope of action.”

Program Manager,
National Network to End Domestic Violence (United States)

Changing mindsets



100,000

young people have participated in educational workshops organized by our partners

We firmly believe that to put an end to violence, we must tackle its underlying causes. In collaboration with our partners, we challenge gender stereotypes and actively involve younger generations, especially boys, to help shape their attitudes and behaviors. We know that educating the youth can make a significant difference.

Since 2018, the Kering Foundation has supported *Project DOT (Dream, Own, Tell)* by the *New York City Alliance Against Sexual Assault*, which combats violence through education, research, and advocacy. *DOT* is a unique program for preventing sexual violence among adolescents from disadvantaged communities. Its goal is to train young people and empower them to become agents of change within their communities. To facilitate the program's implementation and enhance its impact, we contributed to the establishment of a training and technical support center.

Raising funds for our partners

We leverage the strength of the Kering group, its Houses, and their extensive networks to mobilize additional financial resources and raise awareness among a broader audience about violence and its impact.

On its 15th anniversary, the Kering Foundation organized its second annual *Caring For Women* gala on September 12, 2023, in New York. Over \$3 million was raised during the dinner, with the proceeds going to three inspiring organizations committed to fighting against gender-based violence: *National Network to End Domestic Violence (NNEDV)*, *New York City Alliance Against Sexual Assault (NYCAASA)*, and *Malala Fund*.

11 million euros of additional funds raised in 5 years



Dream, Own, Tell Prevention by and for the younger generation

Rabiha, a *Project DOT* leader, says:

"I want to help others who are struggling with similar experiences to mine but don't know where to turn. There's a place for them too, with people ready to support them. I offer them a safe space and help them write their own story."

In the United States,

1 in 5 women has been raped, and for half of them, the first attack took place before the age of 18.

Prevention campaigns against this form of violence rarely reach the most disadvantaged communities and neighborhoods in New York. Confronted with this reality, *Project DOT (Dream, Own, Tell)* by the *New York City Alliance Against Sexual Assault* places young people at the heart of its actions to drive lasting change.

The concept behind *DOT* is to co-create prevention campaigns with young people from these backgrounds to counter sexual violence within their families and communities. By using their language, drawing on their experiences, and involving them directly in the program, *DOT* is more effective in bringing about lasting change in social norms related to consent, fostering healthy relationships, and, ultimately, reducing the rates of violence among young people in minority groups (immigrants, people of color, LGBTQIA+).



Nurturing social entrepreneurs



Whether it's about challenging the role of men in a violent and sexist social system (*Gendes*), supporting refugees and fostering their independence through sports and education (*RUN - Rebuild, Unite and Nurture*), or providing women survivors with accessible and interactive online resources (*Chayn*), we firmly believe in the transformative role social enterprises can play in empowering women. We have supported them since the beginning of our journey and have created an international community of social entrepreneurs who receive financial support, incubation programs, training workshops, and access to the Kering Foundation network.

This community of 11 members includes *du Pain & des Roses*, an organization that trains vulnerable women in the floristry profession to help them rebuild their confidence. With the support of the Kering Foundation since 2018, *du Pain & des Roses* has experienced accelerated growth, expanding its access to other sources of financing. Its budget has quadrupled, and private funding has increased by 5.4 times since 2018.

11

social entrepreneur partners who have supported 12,000 women survivors since 2019

Mobilizing other companies to take action

Collective actions are essential to drive real change and effectively combat gender-based violence. Joining forces means sharing best practices.

With this in mind, in 2018, the Kering Foundation co-founded *One In Three Women*, the first European network of companies committed to providing support for their employees who are victims of violence, alongside *Foundation Agir Contre l'Exclusion*. In 2020, Kering was also named a champion of the "Gender-Based Violence" action coalition during the *Generation Equality Forum* organized by *UN Women*. This action coalition aims to accelerate investments and the implementation of initiatives promoting gender equality. The Kering Foundation demonstrates its commitment to this role by creating exchanges and workshops with other companies.

As part of *Generation Equality Forum*, the Kering Foundation and *One In Three Women* pledged to convince

50

private sector organizations to adopt and implement internal policies and measures to combat violence against women



One In Three Women Network Speaking with one voice

14

companies:
Kering Foundation,
L'Oréal, Clariane,
BNP Paribas, Carrefour,
le CNES, SNCF, l'Epnak,
Publicis, Orange,
Superga Beauty,
AirFrance, Sanofi
and La Poste



1 in 3 women globally experience violence during their lifetime.

One In Three Women is the name that the first network of companies dedicated to combating gender-based violence chose to reflect this unacceptable reality. Established in 2018, co-founded by Kering Foundation and *Fondation Agir Contre l'Exclusion*, this dynamic network aims to equip companies with the tools to effectively combat violence against women.

Because domestic violence doesn't take place just at home, it also has an impact on life at work. According to the European multi-company survey commissioned by *One In Three Women* in November 2019, 2 out of 10 employees said they were experiencing or had experienced domestic violence, with repercussions on their professional lives. Some 55% of victims said the violence had an impact on their work (fatigue, stress, absenteeism), while 37% said they had shared their situation with a colleague.

Companies have a responsibility to support women victims of violence. Therefore, the network has developed practical tools, including an awareness-raising kit to promote a supportive work environment, trainings developed with specialist organizations, an e-learning available in seven languages to help employees understand how to assist a colleague survivor of domestic violence, and a series of podcasts to highlight the pivotal role companies play in this ongoing fight.

Facilitating financial independence for women

Over

8,000

women supported towards financial independence by our partners



Securing and retaining employment are essential to ensuring the independence of women survivors. Working means gaining more independence, being able to leave dangerous situations, regaining self-confidence, and ensuring that children victims of domestic violence are also cared for.

Since 2021, the Kering Foundation has supported the *Work and Freedom* project by the Italian organization *Casa di Accoglienza delle Donne Maltrattate Milano (CADMI)*. Its goal is to facilitate the integration and professional development of 1,000 women survivors of domestic violence. Among the 190 women who joined the program in 2023, 59 have already found employment or embarked on entrepreneurial ventures. We support this economic empowerment model to showcase its effectiveness and potentially expand it to other regions.

Strengthening the capacities of grassroots organizations



“During the workshops, we learned that we all have significant baggage: self-respect and self-esteem, taking care of oneself, the right to decide about one’s sexuality [...]. Today, I call this baggage ‘empowerment!’”

Luz,
A *Toda Voz* supported by *Fondo Semillas*

To increase our impact, we support local organizations and social entrepreneurs that contribute to community development. Through Women’s Funds, we finance and strengthen the capacity of feminist organizations and women leaders who work closely with local communities to build a more equitable society.

In Mexico, gender-based and sexual violence – including rape, intimidation, sexual abuse of minors, and femicide – are systemic issues. On average, 11 women and girls are murdered every day. As the only Women’s Fund in Mexico, our partner *Fondo Semillas* works with 155 organizations across 32 states, providing funding and strengthening their organizational capacity.

Learning from our partners

During our work combating violence against women, we have gained valuable insights from our partners. In recent months, we conducted a strategic review to prepare for a new phase. We exchanged with our partners about their needs, their perception of our impact, our operational approach, areas for improvement, and key changes to enhance our financial and relational support.

This close collaboration with our partners has enabled us to fine-tune our strategy to better address the underlying causes of gender-based violence. Now, 15 years after our creation, we are expanding our commitment to combat violence against children, in particular sexual abuse.

15 years of trust,
listening,
and exchange
with our partners



For more information on our partners,
visit keringfoundation.org

Publishing: Céline Bonnaire — Coordination: Carly Newman and Clara Choquet — Writing: Stéphanie Livingstone-Wallace —
© Illustrations: Mia Nolting — Concept and graphic design: extralagence.com — Photo credit: p.3 Carole Bellaïche;
p.5 Jean-Luc Perreard; p.6 *Elephant*; p.8 Amina Kaabi; p.13 Kering Foundation; p.14 Jimmy Lutin; p.16 *New York City Alliance
Against Sexual Assault*; p.17 Janice Yim; p.20 *du Pain & des Roses*; p.21 Fabrice Gentile; p.24 *Las Panas*; p.25 *Fondo Semillas* —
Sources: p.8 – taken from various studies across the world: *UNICEF, Council of Europe, Centre of Expertise on Child Sexual Abuse,
Face à l'inceste, CIVISE*; p.19 *the National Center for Injury Prevention and Control*; p.22 *UN Women*



Combating gender-based violence: engaging the next generation

Now is the time to start talking
about child sexual abuse and
violence against children.



K E
F O U

Over the course of our 15 years of action, we have learned that protecting and caring for children is a fundamental lever in preventing adulthood violence. For the Kering Foundation, it seems natural and necessary to focus on combating both types of violence to strengthen our impact. This area of intervention needs major support, not only to break the taboo surrounding child sexual abuse but also to disrupt the cycle of intergenerational violence.

François-Henri Pinault
Chairman and CEO of Kering
Chairman of the Kering Foundation

K E
F O U

Combating violence across generations

Violent behavior is passed from one generation to another. Those who have experienced violence in childhood are more likely to suffer or perpetrate violence as adults. However, these are risk factors and outcomes are not pre-determined.

Because we also know that when we intervene with skilled NGOs to support children and women survivors, we can make a difference and that they can go on to live amazing lives.

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1 in 5 women and 1 in 13 men
have been sexually abused as a child
70-80% of perpetrators are family
members or friends of the victim

In Europe, **1 in 5 children** are victims
of some form of sexual violence

40% of victims of child abuse report
domestic violence in the home

Since the start of Covid-19,
nearly **1 in 2 women** report experiencing violence

Fifteen years ago, the Kering
Foundation made a stand by
talking openly about violence
against women and committed
to take action on the issue.
Today, we are extending our
commitment to address violence
against children, in particular child
sexual abuse. By combating violence
from the earliest age, we believe
the cycle of intergenerational
violence can be broken.

K E
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Our vision

We envision a world free from violence for women and children, in which they can lead safe lives, thrive and reach their full potential.

Our mission

Contribute to ending violence across generations by resourcing partners, engaging Kering and its networks, and influencing others.

A more agile structure

We are moving from a corporate foundation to an endowment fund to facilitate collaboration and to mobilize more resources.

KE
FOU

OUR

5

guiding
principles

Putting lived and frontline experience
first and striving for inclusivity

Flexible, unrestricted and long-term funding,
knowledge sharing and accountability

Breaking silos and building alliances

Being bold, taking risks and learning from mistakes

Going beyond our financial resources

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A three-pillar strategy to amplify our impact

Resourcing partner organizations

Provide increased and flexible fundings to specialist, feminist partners, including in periods of crisis, to ensure quality services for women and children; support prevention initiatives; and facilitate collaboration and knowledge sharing between sectors.

Engaging Kering's ecosystem to create safe and supportive workplaces

Offer support for colleagues affected directly and indirectly by violence, through trainings and internal policies; and sharing with our ecosystem - the Group, its Houses, their suppliers and other companies.

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F O U

**Influencing new audiences
and mobilizing others**

Mobilize new actors to take
action, raise awareness and
critical additional funds to end
violence that is passed on from
generation to generation.

To learn more about the Kering Foundation,
its governance and grant-making,
visit keringfoundation.org

Statistic sources: 1 – taken from various studies across the world;
*UNICEF, Council of Europe, Centre of Expertise on Child Sexual
Abuse, Face à l'inceste, CIVIISE*; 2: Council of Europe;
3: World Health Organization; 4: UN Women

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