

CAUDALÍE

PARIS

EFFECTIVE. NATURAL. LUXURIOUS. VINEYARD-INSPIRED SKINCARE FROM BORDEAUX, FRANCE. EXPERIENCE THE POWER OF THE VINE.



Bertrand and Mathilde Thomas
Co-Founders CAUDALÍE



“

My wife and I are honored to be able to contribute to the fight against children's inequalities and to giving children the necessary tools to build their future.

”

CONTEXT

Founded in 1995 in Bordeaux, France, Caudalie is a family business and the world's leading Vinotherapie® skincare line.

A member of “One Percent for the Planet” since 2012, Caudalie gives 1% of their revenues to charity.

OBJECTIVE

Bertrand and Mathilde Thomas, founders of Caudalie, wanted to to enlarge the firm's charitable commitment.

RECOMMENDATION

Epic provided Caudalie with a carefully vetted portfolio of high-impact social organizations as well as innovative tools to enable them to experience their impact.

OUTCOME

Caudalie's donation of one million dollars was dispersed over a period of three years and fund NGOs and social enterprises in Epic's selected portfolio of organizations which support children and youth globally.

okaïdi

Okaïdi, a brand of the İDKIDS group, is a children's designer clothing line. Its goal is to reconcile the profit driven aspect of consumption, with the social side to create a sustainable future by supporting actions that alleviate child-related issues in France and around the world.

In 2015, Okaidi launched a retail giving initiative throughout their 335 outlets. Shoppers had the opportunity to round their purchase to the nearest euro, this small change went directly to support youth-oriented organisations via the İDKIDS Foundation.

In 2016 alone, 55,000 generous shoppers were able to raise 85,000€. This donation helped *Sports Dans La Ville*, an Epic portfolio organisation, empower disadvantaged children through sports and employability training. 36% of all shoppers participated in the operation.

Jean Duforest & Jean-Luc Souflet
Founders, İDKids



“

What we try to achieve with Okaïdi is to build a project that moves us from a pure hunt for profit to a responsible economy that serves mankind's needs.

”





Big Mamma is an Italian restaurant group that serves traditional Italian trattoria food throughout Europe.

As a certified B Corporation, Big Mamma Group places great importance on their social and environmental footprint, and aims to revolutionize the hospitality industry with an employee-centric approach to growing in their business.

In 2018, Big Mamma Group approached Epic to further their commitment to social good.

When Big Mamma Group opened their first restaurant in the UK, Gloria Trattoria, in February 2019, they began adding an optional £1 donation to every bill in support of ThinkForward, an organization of the Epic portfolio.



CONTEXT

The French National Rugby League (NLR) is the organizations which organizes, controls, develops, manages, and promotes professional rugby in France including the Rugby TOP 14 and PRO D2 Championships.

OBJECTIVE

Solidarity being one of the core values of rugby, the NRL wanted to put sharing at the heart of the supporter experience.

RECOMMENDATION

Epic suggested the creation of a sharing-oriented stadium tribune to give rugby fans attending the finals of the French Top 14 and Pro D2 championships the opportunity to donate 3€ to a social organization helping disadvantaged youth through sports, each donation being matched by LNR.

Paul Goze

Founder, French National Rugby Line



“Rugby is more than a sport: it's a passion steeped in values. Solidarity, respect and conviviality animate us on the ground and in our lives. With this initiative, we want to give meaning to the emotions of our finals.”



OUTCOME

On the LNR ticketing website, supporters can choose to purchase seats in the “Tribunes Solidaires”.

Located in the blocks X14 and X15, 750 seats was priced at 43€ (instead of 40€). This 3€ donation was matched by the NRL, resulting in a total donation of 6€ per seat.

100% of the donations will go to Sport Dans La Ville, an Epic portfolio organization, helping at-risk girls and boys in marginalized neighborhoods achieve a better life through sports, mentoring, job readiness training, and entrepreneurship.

PRONOVIAS

BARCELONA

CONTEXT

Pronovias is a wedding dress design business based in Catalonia, Spain. In honor of International Women's Month, they partnered with Epic to support The Apnalaya Organization in Mumbai.

OBJECTIVE

Pronovias wanted to empower women to be their best selves by making the world a happier place. With Epic's help, they can significantly reduce Female Marginalization in the largest slum cluster in Mumbai's East ward.

RECOMMENDATION

Epic connected Pronovias with Apnalaya, an organization of the Epic portfolio that works to help the marginalized populations living in the under-served slums of Mumbai. Apnalaya is mentoring 200 young women to minimize school drop outs, delay the age of marriage and provide skills for livelihood.

OUTCOME

During the month of March 2019, anyone could make a donation in any Pronovias store, with 100% of the money raised going to the beneficiaries of Apnalaya.



ROUND UP ON FOREIGN EXCHANGE TRANSACTIONS

Hedge to Pledge (H2P) is a partnership between Epic and French investment bank Société Générale. This concept, pioneered by the Epic Giving Lab, allows Société Générale's Foreign Exchange clients to round up their foreign exchange transactions to donate to pre-selected social organisations from the Epic portfolio.

Within the H2P platform and using their own account, the bank's clients will choose the trades

on which the donation will be made : the amounts of the pledge are calculated automatically based on their trade parameters. The clients can opt in or opt out of the trades of their choice.

Once a client has accrued 10,000 € from rounded transactions, a donation will be made to selected Epic portfolio organizations, with Société Générale matching each donation up to 100,000 € per year.





The Stade Français was founded in 1883 by students from the Latin Quarter at the "Le Procope" café. Today, he has won fourteen French and one European Championship titles, making him the most successful French club after Stade Toulousain.

In a spirit of solidarity, the Stade Français Paris marks the test in partnership with Epic and Sport dans la Ville. For each subscription sign up, €1 was donated to Epic to support Sport dans la Ville in order to promote the social

integration of young people: in this context, a cheque for €4700 was presented to Epic at the Stade Français Paris vs Montpellier meeting in October 2018 in Jean Bouin.

Through this innovative partnership with Epic and Sport dans la Ville, Stade Français Paris further strengthens the social impact of French rugby. Stadium subscribers also have the option of transforming this solidarity trial by making a donation.

“

Through this innovative partnership with Epic and Sport Dans La Ville, Stade Français Paris further strengthens the social impact of French rugby.

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Fabien Grobon

President,
Le stade Français Paris



L'ORÉAL PARIS

L'Oréal is a world-famous beauty care company based in Paris, France. Through the L'Oréal Foundation and the Citizen Day Initiative, the group was looking for a way to actively engage their employees in a meaningful way in a response to internal calls for social engagement.

In partnership with Epic, L'Oreal launched a payroll giving initiative by offering their 11,000+ employees the opportunity to round their salary to the nearest Euro, and give the difference to a variety of social organisations, including two from

the Epic Portfolio: Singa and Simplon. L'Oreal actively encourages employee participation by matching these donations on a one-to-one basis.

After only one month, L'Oreal reported over 10% participation among the staff with an objective to double that figure during the first year.





CONTEXT

Ben Marrel is the Founding Partner of Breega. Ben is passionate about solving real and painful problems, pushing boundaries and inventing new concepts and products. That's what he loves about entrepreneurship and being a VC.

OBJECTIVE

Many entrepreneurs in Ben's network were looking for an industry-specific solution which would allow them to weave social impact seamlessly into their business.

RECOMMENDATION

The specific nature of Breega's business required a targeted approach for their philanthropy. Ben discussed their requirements with Epic in order to find the most suitable way to place giving at the core of their business model.

OUTCOME

Breega was one of the first seven signatories of the Epic Sharing Pledge. They have committed 5% of their management fees to social organizations.



PEAK

CONTEXT

Itamar Lesuisse and Xavier Louis are Co-founder of Peak, the #1 rain training game mobile app.

OBJECTIVE

Helping people improve is part of Peak's mission. It was important to the founders to have this reflected throughout their business so they were looking for a solution which allowed them to incorporate giving into their journey, but in a way worked for their business.

RECOMMENDATION

Itamar and Xavier signed the Epic Sharing Pledge to commit a fraction of the proceeds of a future exit to Epic.

OUTCOME

In April 2015 Peak completed a \$7m Series A financing round, supported by Creandum and DN Capital & has raised more than \$10m to date. Peak subsequently sold to the Lagardère Group, a large media group, which triggered the donation to Epic.

Ben Marrel
Founding Partner
Breega

“It was all but natural to us to join the Epic Sharing Pledge, a straightforward instrument that is perfectly suited to VC firms seeking to actively contribute to the funding of social organizations.”



Xavier Louis
Co-founder and Chief Product Officer
Peak Labs

“It is my privilege to be committing a share of a potential exit proceeds to causes that I strongly support and I encourage more founders to do the same.”





CONTEXT

Ligue de Football Professionnel regulates the French professional football. As such the LFP organizes and manages five competitions: Ligue 1 Conforama® (380 matches), Domino’s Ligue 2®. (380 matches), Coupe de la Ligue® (42 matches), the Trophée des Champions - the French Supercup (1 match) and Orange e-Ligue 1®.

OBJECTIVE

To further this commitment and to strengthen its impact, the LFP aims to create long-lasting partnerships with professional clubs.

“ Since our clubs reveal and help talents grow on the field, it was natural that our CSR program should achieve the same goal. ”

RECOMMENDATION

In that perspective, the LFP launched a new flagship program called “Reveal our talents!” nationwide. The launch coincides with the beginning of the second half of the soccer season. With this new program, starting on the 20th day of the Ligue 1 Conforama and the Domino’s Ligue 2 championships, every time a goal is scored, 100€ was donated to Simplon via Epic.

OUTCOME

The program was rolled out throughout the season and implemented by clubs on an opt-in basis. RC Lens, Toulouse FC, and OGC Nice have already confirmed their participation and have acted as pilot clubs.



Nathalie Boy de la Tour
President,
Ligue de Football Professionnel



ARDIAN

CONTEXT

Ardian is a world-leading private investment house with assets of US\$67bn managed or advised in Europe, North America and Asia.

OBJECTIVE

The team at Ardian, London was eager to engage in meaningful social work in a way that would align with their business expertise and ethics, and would deliver tangible impact for their community.

WHY ARDIAN CHOSE EPIC

- A curated portfolio of high-impact social organizations
- Flexibility in selecting your beneficiaries
- Advanced monitoring which matched with their internal processes
- Dedicated Epic account manager through which to channel requests and questions

PROPOSAL

Epic connected Ardian with ThinkForward, an organization which provides long-term, personalized coaching to young people most at risk of unemployment to enable them to transition into sustainable work, and The Brilliant Club, which expands access to highly selective universities for students from underrepresented groups.

OUTCOME

The Ardian team now hosts bi-weekly mentoring sessions and workshops for students. Recently Ardian’s stocks and shares team presented to 16-year-old students on the importance of money management. Ardian also support one off activities such as university access support’ to pupils in the last year of secondary school.





CONTEXT

Founded in 1935, Meeschaert Group is an independent asset management with over 5.7 billion euros in assets under management and control.

OBJECTIVE

Meeschaert wanted to leverage their professional expertise to serve clients who are increasingly demanding social impact.

OUTCOME

Meeschaert launched the MAM Human Value Fund. 50% of the management fees of this fund are directed to client-selected charities, including those from the Epic portfolio.



CONTEXT

17Capital is a leading global private equity specialist founded in 2008. To date, the firm has raised four funds, totalling €2.0bn.

OBJECTIVE

17Capital is a well-respected firm and realised the need for their social value to be reflected in their business approach.

PROPOSAL

17Capital decided to sign the Epic Sharing Pledge, a commitment by founders, entrepreneurs, corporate leaders, and investors to share their success. For private equity firms, it consists of donating a percentage of their carried interests to Epic's portfolio of high-impact social organizations tackling youth and children issues globally.

OUTCOME

17Capital will be donating a percentage of their carried interests of a €1.2Bn fund. The global private equity firm can now confidently embrace the growing importance of social responsibility as a human resource advantage and attract a new generation of talents who see contributions to social and ethical causes as a necessity in the workplace.

WHY 17CAPITAL CHOSE EPIC

- Specific solution designed for their industry
- Global philanthropic strategy
- Seamless process for signing the pledge



“ We are proud to be the first private equity fund manager in Great Britain to sign the Epic Sharing Pledge and share the team's economics with Epic and hope this will generate ideas among other PE firms! ”

Pierre-Antoine de Selancy
Managing Partner



Rothschild & Co, one of the world's largest independent financial advisory groups is committed to community investment and corporate social responsibility. Sensitive to the need for a stronger connection to social impact, Rothschild & Co started working with Epic on leveraging the Portfolio for corporate giving and sponsored an Epic gala in Brussels.

Hackathons

Rothschild & Co's employees are able to engage with the organisations they support and so multiple times a year. This comes in the form of site visits, as well as bespoke activities such as a Hackathon competition with Simplon, an Epic portfolio organisation which uses coding to empower young people from low-income communities.

Mock Interviews

The teams also participated in mock job interview sessions with 100 Simplon.co students who came to Rothschild & Co's offices for the occasion. An impressive 98 employees of the firm participated in this very successful engagement opportunity.

Thought Leadership

Rothschild & Co was able to leverage its relationship with Epic to leverage unique experiences for their teams. Both the UK and French teams enjoy updates on the state of the philanthropic market from senior Epic staff that work on the field.

Rothschild & Co's offices also host an ongoing exhibition with photos of beneficiaries from Epic organizations. These photos act as a visual reminder to both staff and clients on how highly Rothschild & Co's values its corporate philanthropy.



“ Epic supports innovation in philanthropy so companies like Rothschild can offer a deeper and more engaging experience of social impact to their staff.

Alexandre de Rothschild
Executive Chairman
Rothschild & Co.

”





FIGHTING TO CHANGE THE LIVES OF DISADVANTAGED YOUTH



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