

Activity Report

2024 → 2025

K E R I N G
F O U N D A T I O N



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Acting together for a world free from violence



François-Henri Pinault,
Chairman, Kering and
Kering Foundation

Gender-based violence transcends borders, culture, and social class. It affects millions of women and children worldwide, severely damaging the fabric of our societies. This cornerstone challenge calls for a sustained, proactive and collective response.

Ever since Kering Foundation's inception, our conviction has been clear: faced with systemic issues, no action alone is enough. As such, we opted for an approach prioritizing cooperation between grassroots organizations, institutions and socially responsible companies.

By actively listening to those in the field and constantly striving to make an impact, we are adjusting our efforts to better address the reality experienced by victims. With this in mind, 2023 saw us further our commitment to tackling violence against children, alongside our longstanding fight to combat violence against women. Since these forms of violence are often inextricably linked, the Foundation decided to focus its efforts on their intersection. To that end, this approach seeks to protect and support victims while also preventing the negative effects of violence on their health, well-being and future prospects – longer-term.

Our work centers on three complementary areas. First, support for women and children survivors of violence, as exemplified by our partnership with Maison des femmes. Second, prevention, particularly among younger generations to shift attitudes and advance gender equality. Third and last, awareness through advocacy and outreach events.

To date, we have come to the aid of over 1,150,000 women, with support for more than 130 organizations the world over. In 2023, 80,000-plus survivors directly benefited from the support offered by our partners with two-thirds reporting an improvement in their well-being. What's more, close to 2,700 children and adolescents received support with 10,000 people reached through prevention efforts.

I commend the outstanding efforts of the teams on the ground, working with women survivors and victims. Day in, day out, their commitment is key; with a responsibility to support them over time.

We will continue to boost our partnerships with organizations that develop best-in-class care models, as well as those innovating in prevention and education, notably among young people and regarding the challenges of online violence.

Against a backdrop of many crises, women and children are still the chief victims. Now more than ever, by rallying together, we can reduce violence for good. Whether it's businesses, institutions, organizations or civil society, each of us has a part to play. Building on this collective momentum, we must step up our efforts until every woman and child can live in safety and freely build their own future.

Governance

Our governance is overseen by a Board of Directors that meets twice a year to inform strategic decision-making and approve funding. Spearheaded by François-Henri Pinault, the Board comprises five members with combined experience spanning the worlds of business, culture and philanthropy.

Our Committees

In addition to the Foundation’s Board, three thematic committees serve to increase the relevance and scope of Kering Foundation’s actions.

Experts Committee

It contributes to the grant-making process and evaluation by sharing expertise and networks and building bridges with other funders working in the same field.

Brands Committee

It nurtures ideas and initiatives to support Kering Foundation’s mission across the Group and Houses, including fostering employee engagement and encouraging collaboration among brands to combat gender-based violence.

Ambassadors Committee

It creates communication, visibility and fundraising opportunities for the Foundation.

Our Board of Directors

François-Henri Pinault

Chairman,
Kering and
Kering Foundation



Salma Hayek Pinault

Actor,
consultant,
producer

Honorary
President,
Kering
Foundation



Francesca Bellettini

President
and CEO,
Gucci



Marie-Claire Daveu

Chief Sustainability
and Institutional
Affairs Officer, Kering

Treasurer and
Vice President,
Kering Foundation



Eric Sandrin

General Counsel,
Kering

Secretary,
Kering Foundation



Our partners

United States

- FreeFrom
- National Children's Alliance
- National Network to End Domestic Violence (NNEDV)
- New York City Alliance Against Sexual Assault
- Prevent Child Abuse America
- Safe Shores
- Together We Bake
- Violence Intervention Program

United Kingdom

- Chayn
- Everyone's Invited
- The For Baby's Sake Trust
- London Black Women's Project
- Luminary Women Charity
- Project Lighthouse
- Women's Aid

Mexico

- Fundación Juconi
- Gendes
- Instituto para Las Mujeres en la Migración (IMUMI)
- Las Panas
- Red Nacional de Refugios

France

- Le Centre du Psychotrauma de l'Institut de Victimologie (CPIV)
- Comités de Vigilance Alexis Danan
- En Avant toute(s)
- Face à l'inceste
- Fédération nationale Solidarité Femmes (FNSF)
- Femmes pour le Dire, Femmes pour Agir (FDFA)
- Fonds pour les Femmes en Méditerranée
- Im'Pactes
- Mon Palier /Restart
- Maisons des femmes: Clamart
- Le Havre
- Marseille
- Montpellier
- Poitiers
- Rennes
- Toulouse
- Tours

Italy

- Artemisia
- Articolo 10
- Casa di Accoglienza delle Donne Maltrattate (CADMI)
- Cascina Ri-Nascita
- Centri Antiviolenza E.M.M.A
- Donne in Rete contro la violenza (D.i.Re)
- EvaLab
- Specchio Magico
- Semia Fondo delle Donne

South Korea

- Korea Cyber Sexual Violence Response Center
- Korea Women's Hot-Line

Our mission

Since 2008, Kering Foundation has championed a world free from violence, where women and children can live in safety and fulfill their ambitions. After years of working alongside women survivors, we reviewed our strategy in-depth to combat violence against children, in an endeavor to break the intergenerational cycle of violence.

We endorse specialist, feminist organizations, collaborating with Kering and its ecosystem to create safe and inclusive workplaces, while seeking to encourage other stakeholders to join us in this effort.

Our 5 guiding principles

01. REGIONAL FOOTPRINT
Prioritize real-world experience and aspire toward growing inclusivity.

02. TRUST
Forging partnerships based on trust, sharing knowledge and prompting accountability.

03. COLLABORATION
Breaking down silos and building alliances.

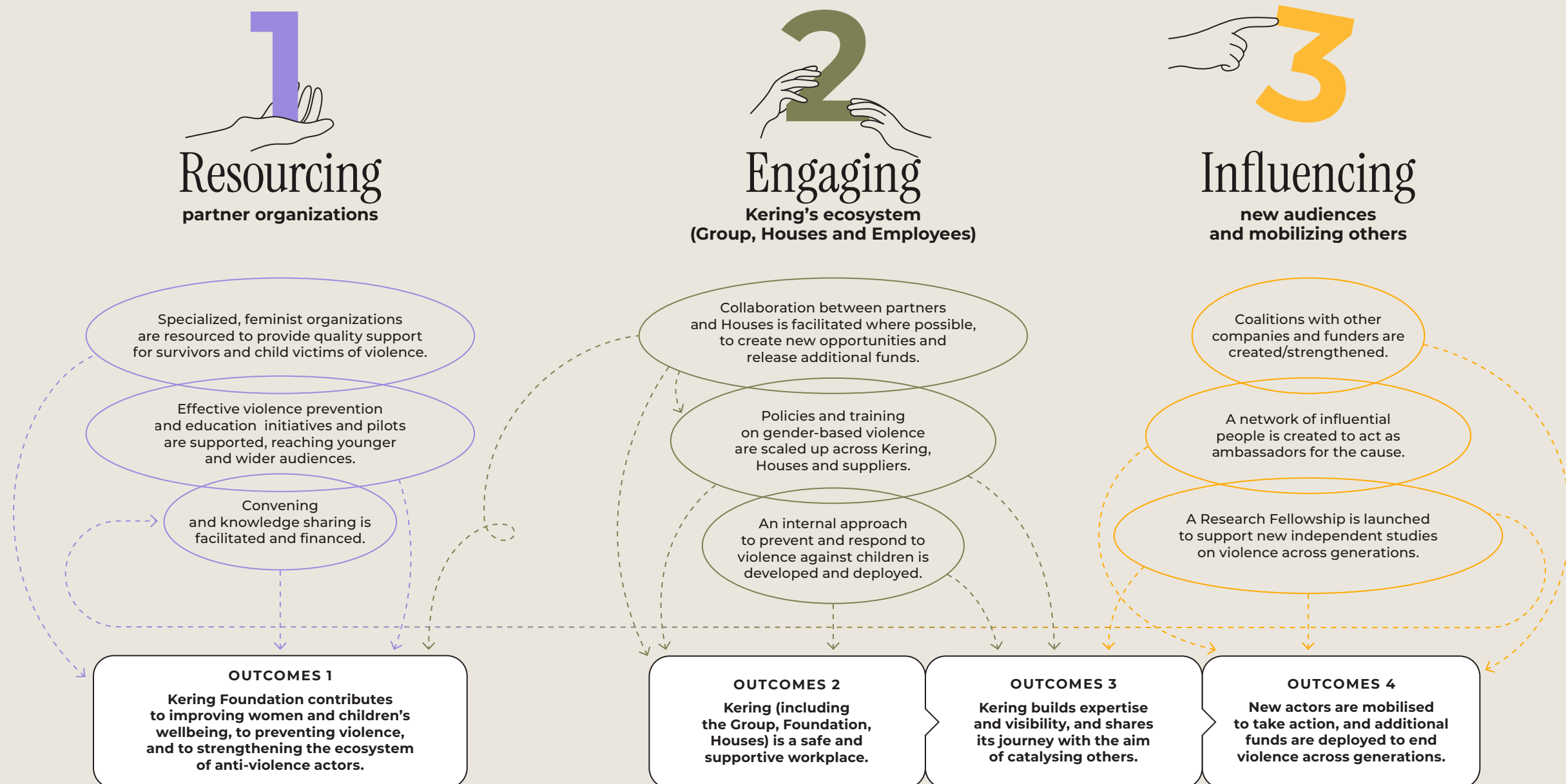
04. BOLDNESS
Taking risks and learning from our mistakes.

05. GLOBAL IMPACT
Exceeding our financial capabilities.

Our theory of change

Our theory of change reflects the overall contribution that Kering Foundation aims to move the needle on ending intergenerational violence.

Drawing on this framework, the Foundation is able to map out its impactful goals and the various action drivers leveraged on a daily basis.



Key events 2024 → 2025

SEPT. 27, 2024 📍 **Milan**
PARI network established

Kering Foundation is a founding member of PARI – an Italian corporate alliance seeking to combat gender-based violence. The event gathered many experts from the social sciences, the arts, law, and psychology to discuss the issue and its scale.

MAR. 10 → 14, 2025 📍 **New York**
69th Commission on the Status of Women (CSW69)

Under CSW69, as chaired by the United Nations, Céline Bonnaire, Executive Director of Kering Foundation, joined the official delegation of French Minister, Aurore Bergé. This visit served as an opportunity to present the Healthy Families America program, led by Prevent Child Abuse America, a partner of the Foundation.

MAR. 25, 2025 📍 **Paris**
Maisons des femmes dinner

During a dinner attended by 350 guests, François-Henri Pinault, Chairman of Kering and Kering Foundation, reiterated his support for Maisons des femmes Restart. Starting in 2021, the Foundation allocated €5 million to assist with the opening of 15 new centers across France.

SEPT. 11, 2025 📍 **New York**
4th edition of the annual Caring for Women dinner

Co-chaired by Salma Hayek Pinault, Honorary President of Kering Foundation, and François-Henri Pinault, the event raised \$4.5 million. These funds support four American nonprofits aspiring toward the economic empowerment of women victims of violence.

OCT. 22, 2025 📍 **Milan**
Meeting with our partner organizations

One month ahead of World Children’s Day and the International Day for the Elimination of Violence Against Women, Marie-Claire Daveu, the Foundation’s Vice President, brought together the Foundation’s Italian partner organizations, as well as Kering close allies and friends. In attendance by Giovanna Melandri, an independent director at Kering, this meeting reinforced on-the-ground synergies.

NOVEMBER 2025
📍 **Kering HQ (Paris) & international**
Domestic Violence Awareness Month (DVAM)

Kering Foundation ramped up its awareness initiatives with employees, featuring:

- The global launch of an online training module designed to help participants understand the impact of domestic violence on the workplace;
- The exhibition *Demain s’écrit aujourd’hui* (“Tomorrow Is Written Today”), curated by Camille Gharbi in partnership with the Fédération Nationale Solidarité Femmes (FNSF – “France’s National Federation for Women’s Solidarity”), shining a spotlight on the impact of domestic violence on children.

DEC. 08, 2025
Research program kick-off with McGill University and Sexual Violence Research Initiative (SVRI)

Joining forces with McGill University (Montreal) and the Sexual Violence Research Initiative (SVRI), Kering Foundation introduces its first multi-year research program to assess the links between violence against women and children as well as to determine practical solutions shared with professionals across the board.

DEC. 10, 2025 📍 **Paris**
Opening of the Asterya Child Support Center

After groundbreaking in May 2025, the Asterya Center, led by the nonprofit, Im’Pactes, officially opened its doors in December. Year in, year out, this child welfare support center aims to administer expert medical and psychological assistance to nearly 2,000 young children in the care of France’s Child Welfare Services.

Our impact in 2025

+ 80,000
WOMEN
SURVIVORS
backed by
our partners

CLOSE TO
2,700
CHILDREN AND
ADOLESCENTS
supported through
their journeys

2/3
OF SUPPORTED
WOMEN SURVIVORS
reported considerable
improvement in their
well-being

+ 10,000
PEOPLE REACHED
through prevention
efforts



Breaking the intergenerational cycle of violence

Two years on from broadening its strategic scope to combat violence against children, Kering Foundation confirms its established initiatives, and their far-reaching impact.

Kering Foundation began 18 years ago. What has changed from 2008?

Our mission is now top-of-mind. In 2008, domestic violence against women was overlooked as a “blind spot” by society. Since 2018 in particular, spaces for speaking out have emerged, listening and support services have expanded, access to education and employment has increased, and new laws have been enacted... Yet at the same time, the nonprofit sector is under pressure in many countries. Funding is becoming scarcer, weakening nonprofit organizations on a daily basis.

It is now clear that prevention works. Some programs have been shown to cut violence rates by half. But ending violence requires a collective awakening and a shared commitment to action. That is why, in 2024, we co-founded PARI. *Insieme contro la violenza di genere*, a network of companies dedicated to mobilizing Italy's private sector in the fight against gender-based violence. A growing number of stakeholders are taking up the mantle, on a scale and level unheard of 18 years ago.

What are your takeaways from close collaboration with nonprofits?

Behind the life stories of many a woman assisted as an adult lies the experience of child abuse. Our partners first signaled this, as early as 2019. Working with experts in the field, we endeavored to identify this violence and its connection to violence inflicted on women.

Worldwide, irrespective of social background, one in five girls and one in seven boys are victims of sexual violence. It represents three children per classroom in France, with 80% victims of incest.

As was apparent at the time of 2008 with violence against women, when François-Henri Pinault decided to put it top of the priority list, sexual violence is all too often disregarded. Though awareness is mounting, there is a pressing need to recognize the scale of impact, the trauma involved and the resources required.



Interview with
Céline Bonnaire,
Executive Director,
Kering Foundation

In this context, Kering Foundation is expanding its commitment. What exactly does this change involve?

Addressing the intersection of violence against children and women felt natural and much needed. Our ambition is to build lasting bridges between these two areas which are yet to collaborate fully and reaffirming our steadfast commitment to these two causes.

When children are exposed to violence, the risk of it being perpetuated in the next generation increases. 80% of women who suffered domestic violence are mothers. By definition, their children are then victims. On a broader level, an abused child is twice as likely to experience or commit acts of abuse as an adult. That said, nothing is inevitable. Tailored support, offered by professionals and specialist organizations, can break this cycle – serving to prevent intergenerational violence.

For this reason, we also invest in prevention. To tackle child abuse is to tackle the root cause, whether it's heightening awareness among children, assisting parents or training working professionals. By way of example, in the United Kingdom, we endorse The For Baby's Sake Trust. This initiative supports couples, starting from pregnancy. In France, we promote En Avant toute(s). The latter hosts a prevention chatline for 10-14-year-olds, with advocacy modules sent out to schools.

What achievements best reflect this new direction?

Two initiatives come to mind, from December 2025. For starters, the inauguration of the Asterya Center in Paris, led by Professor Céline Greco and the Im'Pactes nonprofit. As the first-of-its-kind in France, this child welfare center administers comprehensive medical, psychological, and educational support to children protected by Child Welfare Services. These are children who experience trauma without receiving adequate State support. Kering Foundation is the initiative's leading private funder, with the model intended to be replicated throughout France.

What's more, partnering with McGill University (Canada) and the Sexual Violence Research Initiative (South Africa), we launched our first multi-year research program. Its aim is to better document the links between violence against women and violence against children. By supporting the training of a new generation of researchers, we are making a long-term investment in the production of robust, locally grounded data – essential to informing policies and practices and ultimately eradicating these forms of violence.

resourcing

specialist
organizations to
drive lasting change

SUPPORTING WOMEN SURVIVORS AND VICTIMS

²²
Casa di Accoglienza
delle Donne
Maltrattate di Milano

²⁴
Interview
with Céline Greco,
President, Im’Pactes

PREVENTING VIOLENCE FROM AN EARLY AGE

²⁶
The For Baby’s
Sake Trust

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Gendes & The Alliance,
voices from the field

STRENGTHENING THE ECOSYSTEM

³⁰
To Zero

³²
Joint interview
with Mine Günbay
and Solène Podevin

To break the cycle of intergenerational violence, we focus on the root cause. We forge long-term partnerships with feminist organizations and specialist agencies in six countries to ensure that women and children victims of violence receive adequate support.

To promote prevention and encourage lasting behavioral changes, we work with parents to back educational programs intended for younger generations. Drawing on a new research program, we also contribute to strengthening the anti-violence ecosystem.



Casa di Accoglienza delle Donne Maltrattate di Milano

ITALY

Since its inception in 1986, in Milan, CADMI has served as the first-ever Italian organization with a focus on women victims of violence. Leading the way in the Milan region, for four decades, this institution has supported women experiencing all forms of violence – whether physical, psychological, sexual or economic. Its approach prioritizes active listening and developing personalized pathways free from violence, for every given scenario.

Since 2022, Kering Foundation has partnered with the organization to help women rebuild their lives through the Work and Freedom program, which champions employment, entrepreneurship, and financial empowerment.

IN ITALY, ONE IN TWO
WOMEN IS EXCLUDED
FROM THE LABOR MARKET

Spotlight on a structural barrier

With female employment totaling a mere 51.2% – vs. the Europe-wide average of 67% – Italian women already face a number of structural barriers. These include low wages, the glass ceiling, persistent underemployment, and forced part-time work. All such factors undermine women's positioning in the workforce. For women victims of violence, this poses a further, critical obstacle.

The Work and Freedom program fosters the conditions for long-standing economic, social, and psychological empowerment to support women whose career paths have often been interrupted or derailed by acts of violence.

Actively enlisting the private sector

The program is structured into three complementary pillars. Partner companies can conduct trainings tailored to the real-life needs of the women they support. They can also deliver personalized career guidance (resume help, coaching, support for starting a business) or offer internships, apprenticeships, and job openings. To achieve this, partner companies mobilize their employee volunteers who are trained and assisted by CADMI's dedicated teams.

An expanding model

Work and Freedom has illustrated how its method can be effective and replicated. Based on the social impact assessment conducted by a researcher at CERGAS SDA Bocconi, the program was expanded to the regions of Reggio Emilia and Palermo.

This expansion embeds the program in regions with distinct economic and social conditions – laying the groundwork for a nationwide rollout.

KEY FIGURES
2022–2025

650
WOMEN
SUPPORTED

+ 220
IN A JOB

25
BUSINESS
OWNERS

+ 150
ENGAGED
VOLUNTEERS

81%
EMPLOYED
after 18 months

Interview with Céline Greco

VOICES FROM THE FIELD

Founded in 2022 by Professor Céline Greco, a Department Head at Necker Hospital, in Paris, who grew up a foster child, Im’Pactes delivers comprehensive support to children who are victims of severe domestic violence, addressing their health, education, and access to culture. December 2025 heralded the inauguration of Paris’ Asterya Center, the first-ever child support center in France. Its model is intended to be replicated on a nationwide basis.

Kering Foundation is Asterya Center’s principal private funder – backing the cause of Im’Pactes since day one, in an endeavor to restore child victims’ fundamental rights.

How does your personal and professional experience back up the support you provide?

My personal journey – as a child victim of violence before being placed in foster care aged 14 – gives me a clear understanding of what children in foster care experience and feel, namely the invisible wounds, the fear, and not forgetting an overwhelming need for stability and trust. My experience as a doctor at Necker Hospital taught me just how much childhood trauma can inflict lasting damage on both physical and mental health. With Im’Pactes and the establishment of the very first Asterya Child Support Center, I wanted to create a place where these young people could receive care, be listened to and supported, and above all, be treated with the utmost human respect.

You give a special mention to the long-term effects of childhood trauma, particularly health. How does the Asterya Center help these young people rebuild their lives and sustain their long-term well-being?

Instances of childhood violence leave deep scars: chronic pain, mental health issues, strained relationships, and physical illnesses (cardiovascular, respiratory, skin, autoimmune, etc.) that can lead to a loss of up to 20 years’ life expectancy if not treated early. At present, within France, only 10% of the 400,000 children in the care of Child Welfare Services receive medical assistance. Asterya offers expert-led, comprehensive, and coordinated care, bringing together doctors (general practitioners, pediatricians, child psychiatrists), psychologists, nurses, healthcare managers, psychomotor therapists, speech-language pathologists, art therapists, sports coaches, and organizational partners. We complete a detailed physical and mental health assessment of these children before rolling out a long-term support plan for every young per-

son. Our goal is to help these children recover from their trauma, preventing them from dropping out of school, restoring their self-esteem, and enabling them to regain peace of mind so they can rebuild their lives for good.

By way of comparison, Asterya’s facilities are unmatched. How did you get this project to materialize?

Asterya was founded on a clear observation: 30% of children cared for under France’s Child Welfare Services receive a health screening upon entering the child protection system, while only 10% receive ongoing health monitoring. This is despite common knowledge that, without early intervention, childhood abuse can reduce a person’s life expectancy by 20 years.

Why was this the case? No suitable facilities were specially designed to care for these children.

The Asterya project was born from meetings, collective engagement in the public and private sector as well as a firmly upheld belief – that these young people deserve best-in-class care. Asterya now makes it possible to invent a more organized and preventive model that puts people first.

At present, what fills you with the most optimism when it comes to assisting these young folks?

I am actually most optimistic about these young folks! Despite a tough upbringing, they still possess a remarkable ability to form connections, to dream big and make progress when provided a safe and supportive working environment. Day in, day out, I see children regain their confidence, resume their schooling, rediscover their happiness, and begin to contemplate a future career. My optimism is also inspired by a growing sense of engagement in our society as people understand how we are each responsible for protecting and nurturing children.

The For Baby’s Sake Trust

UNITED KINGDOM

Kick-started in 2008 in the United Kingdom, The For Baby’s Sake Trust is a British charity intended to assist parents – whether they commit or suffer from acts of violence. The support period covers the child’s time from conception through to the age of two. This particular period is considered vital for physical, emotional and cognitive development.

Kering Foundation supports the organization in broadening its national reach and forming a new team in northeast England, a region still underserved by this type of parenting support program.

KEY FIGURES
SINCE 2015

+ **700**
SUPPORTED
BABIES

+ **2,600**
BENEFICIARIES

96%
REDUCTION
IN SEVERE LEVELS
of domestic abuse
across families

IN THE UNITED KINGDOM, APPROXIMATELY ONE IN FIVE CHILDREN IS A VICTIM OF DOMESTIC VIOLENCE, STARTING FROM PREGNANCY.

Acting with urgency

Every year, up to almost 50,000 babies are referred to social services, with domestic abuse as a contributing factor. Since 2021, the UK Domestic Violence Act has recognized children as victims in their own right – ushering in a significant step in legislation that underscores the scale of the problem and the urgent need for action.

In response, The For Baby’s Sake Trust has developed a unique model based on evidence and a deep understanding of trauma, early childhood development, as well as complex family dynamics.

Free and personalized therapeutic support

The program offers weekly one-on-one sessions that are completely free, during which parents work through various modules reflecting their own circumstances. They learn to show their emotion in a way that is constructive, pinpointing patterns of relationships that are inherent to them and cultivating their emotional intelligence. Cutting-edge tools, such as video analysis of parent-child interactions, offer a practical approach to improving communica-

tion and parenting skills. The entire program is designed to produce lasting results, extending beyond the time allocated for assistance.

“We had support with our relationship, support working through our own emotional issues away from the relationship, and support with understanding what our baby was going through.”

Parent receiving support from For Baby’s Sake

Foregrounding a culturally respectful, intersectional approach

The For Baby’s Sake Trust stands out for its approach, considering the family unit as a whole, without ever reducing circumstances to one single interpretation.

The organization works closely with community-centered groups, echoing the backgrounds of the families it serves, delivering both impactful and fully personalized care and support. This intersectional approach forms the core of its ethos. To break the cycle of violence is to acknowledge how every single family has its own set of circumstances and its own past, necessitating a tailored response based on their complexity.

On top of the direct support granted to families, The For Baby’s Sake Trust also trains professionals (social workers, caregivers and educators) – helping them fully determine and address forms of violence. As a result of these efforts, the program delivers impact extending far beyond families who are directly served.

Gendes and The Alliance

VOICES FROM THE FIELD

Preventing violence also calls for spaces where everyone can express themselves to describe their experience and observations. Here, we review how these programs achieve tangible change, as seen from the perspective of a professional working for the Gendes nonprofit in Mexico and a participant in the DOT initiative led by The Alliance in New York City.

Gendes operates in Mexico, actively engaging with older and younger men to transform norms of masculinity and prevent gender-based violence. Designed with children in mind, its prevention program seeks to foster relationships more centered on empathy that encourage non-violent behavior from an early age.

“It is important for children to work on their emotions because it allows them to express everything they feel. And I have observed that it has allowed them to strengthen their trust in me to share experiences from their family environments by letting me know how they feel.”

A teacher enrolled on the program

283
CHILDREN
AGED 9-11
participated
in activities to
prevent gender-
based violence

100%
OF CHILDREN
develop relationships
focused more on empathy,
compassion, fairness
and non-violence after
completing this program

The New York City Alliance Against Sexual Assault strives to prevent sexual violence through education and advocacy. Kering Foundation endorses its Dream, Own, Tell (DOT) program – empowering young people from marginalized areas to challenge social norms that fuel violence, as well as forging healthy relationships, and becoming trusted advocates within their communities. 2025 saw 169 young New Yorkers embrace the initiative.

“I imagine opening my phone and seeing my own face staring back at me. But it’s not my selfie, my story, or my choice. It’s a video I never made, my body, my skin, my smile, stolen and remade by someone else’s imagination. People are laughing in the comments. Some believe it’s real, and some don’t care if it is.

And I wonder... What do you call this kind of violence? The kind that doesn’t leave a bruise, but leaves a scar, nonetheless. What happens when harm isn’t just hands, but codes? When violence is programmed, edited, downloaded? They say, “It’s just the internet.” But how is it just anything when my body is treated like a public domain?

Maybe this is what violence looks like now. [...] We scroll, we share, we laugh, and somewhere in the loop, we forget that what’s on the screen belongs to someone’s life, someone’s dignity, someone’s name whispered without their permission.

I think about all the people who have to see themselves this way as content, as pixels, as someone else’s fantasy, and I wonder when we’ll start calling this what it really is: Violence.

Because harm doesn’t disappear when it’s digital. It multiplies, spreads, and lingers in every repost and replay. And consent doesn’t vanish just because a screen is in between.

People need to learn that digital consent is still consent. That behind every image is a heartbeat. Behind every pixel is a person. And what happens online is still real.”

Text written by Khadiza as part of a workshop in the DOT program on sexual cyberviolence and consent.

To Zero

INTERNATIONAL

Stopping sexual violence against children, for good. That’s the core purpose of To Zero.

Kick-started in 2022, this global initiative supports organizations seeking to combat sexual violence against children in their endeavor to change the narratives: communicating with greater impact, leveraging more support, and making their voices heard when it comes to decision-making.

+ 720
ORGANIZATIONS
& INDIVIDUALS
combating sexual violence
against children

**1 IN 5 GIRLS AND 1 IN 7 BOYS
ARE VICTIMS OF SEXUAL
VIOLENCE WORLDWIDE**

Developing a clear roadmap

To Zero was established on a well-founded observation by stakeholders in the field: solutions exist to eradicate sexual violence against children. They are tried and tested and can be replicated. The sector is failing in its ability to rally around one shared vision; overcoming fragmented solutions and tapping into the resources required to build to scale.

To achieve this, To Zero led an eighteen-month collaborative process involving more than 330 stakeholders from around the world, uniting civil society organizations, researchers, activists, survivors, and advocates.

This process culminated in January 2025 with the publication of the report *A Vision To Zero: A Roadmap to Ending Childhood Sexual Violence*, serving as the sector’s benchmark roadmap.

**Triggering action
through communication**

Organizations striving to combat sexual violence against children possess expertise that must be reflected in clear messaging and narratives. Breaking the stigma and silence that surround this issue is essential so that the requisite political and financial resources can be leveraged.

+ 90
ORGANIZATIONS
trained in
shifting perspectives
and narratives

To achieve this, such narratives must be repeated, adjusted and grounded in data and evidence, in an effort to change public attitudes, the mindset of decision-makers, as well as harmful institutional practices. The challenge lies in supplying each organization with the tools to deliver consistent, impactful communication – longer-term.

**Putting together a
community of practice**

The main expected outcome of this program is structuring four workshops on communication and shifting the narratives – with the goal to establish a community of practice, offering global reach.

January 2026 saw Kering Foundation host the first workshop in Paris, gathering over 35 participants from various countries.

Together, they concentrated their communication efforts on prevention, solutions underway, messages of hope, and the experiences of people in assistance.

“Uniting a group of experts from different countries and professional backgrounds created a unique setting – fostering meaningful exchanges. The practical tasks – most notably those focused on outreach and shifting the narrative – equipped us with the necessary real-life tools to promote advocacy and engage in communications.”

Testimonial by a workshop attendee

9
WORKSHOPS
online and in-person
in 2026

Joint interview with Mine Günbay and Solène Podevin

VOICES FROM THE FIELD

Mine Günbay, Executive Director of France’s National Federation for Women’s Solidarity (FNSF), and Solène Podevin, President of Face à l’inceste, talk to us about the common ground between their respective causes and the inseparable link between violence against women and violence against children.

Since the late 1970s, the Fédération Nationale Solidarité Femmes (France’s National Federation for Women’s Solidarity (FNSF)) has been supporting women who are victims of domestic violence through a network of more than 80 associations across the country. As a leading organization, it operates the 3919, a national helpline providing support, information, and referral services. Since 2011, it has been developing, in partnership with the Kering Foundation, training programs designed for professionals and companies.

Face à l’inceste (FAI) is an organization dedicated to combating incest and child sexual abuse. It raises public awareness and works to change laws to better protect victims. It also trains professionals in the detection and management of incest, which accounts for 80% of sexual abuse cases involving children in France.

FNSF and Face à l’inceste take a different initial stance, with the former focused on violence against women. Conversely, the latter advocates against incest. But, ultimately, they find common ground. How would you describe this “common ground?” Also, what’s the story behind you joining forces?

Mine Günbay: At the core of violence against women, and particularly domestic violence, is a series of incestuous acts. These include coercion forcing silence upon and blaming victims, power dynamics, and perpetrators seeing themselves as immune from punishment. Furthermore, there is a shared imperative when combating violence against women and incest. You must believe and protect survivors as well as abolish the systems that enable, structure and legitimize such violence.

More often than not, children bear the brunt of both forms of violence; whether directly or indirectly affected by domestic violence or as victims of incestuous acts committed by an abusive father. Our goal is to shine a spotlight on this very blind spot and we intend to continue our work with specialist organizations such as Face à l’inceste.

Solène Podevin: Initial discussions between Face à l’inceste and FNSF quickly highlighted our complementary areas of focus. Over time, this cooperation has gone from strength to strength, through our shared struggles and mutual support on several major advocacy issues. In particular, our joint efforts are manifested in advocating for the removal of the statute of limitations on sexual crimes committed against children, as well as in our opposition to legislation proposing to standardize alternating custody in cases of parental separation.

All too often, our two fields of expertise are considered separately. That said, whether it affects women or children, violence is ultimately a form of male domination, operating within a patriarchal system.

What still needs to be done to grasp the link between violence against women and children in a more impactful way through public policy, professional training and in support to victims and survivors?

Mine Günbay: When it comes to child protection and violence against women, public policy and support systems are still overly compartmentalized. An overarching approach to tackling violence against women and children is still lacking, not to mention a political analysis. Forms of violence affecting women and acts of incest are not “separate” or “one-off” scenarios. All such violence is systemic.

How does teaming up with Kering Foundation, with its deep roots in the corporate world, change the way you approach your respective causes?

Mine Günbay: Support from corporate sponsors and foundations serves to raise the profile of our cause, equip us with resources, and add credibility to combating violence against women and children. This kind of backing is priceless since it propels these issues into new fields and domains, extending their scope beyond the world of nonprofits and institutions.

Solène Podevin: By joining forces with Kering Foundation, we are truly able to move the needle – championing our cause. Its corporate positioning grants us access to platforms and audiences that are still unengaged for the most part, particularly within companies where professionals and parents are actively involved. Educating such folks is an absolute must! Last but not least, this funding is vital to our continued efforts as advocates, gaining ground on ideas and cultivating a more socially responsible mindset where women and children are genuinely heard, believed and supported.

As of today, what would you like to say to businesses, public policymakers and citizens?

Mine Günbay: In 2025, our 3919-Violences femmes infos hotline broke new records. The latter refers to the number of calls we received – exceeding 108,000 – with a focus on increasingly complex matters, owing to the type of violence reported by women. On an ever more frequent basis, such forms resemble acts of torture and outright cruelty. Violence against women and children is a widespread phenomenon; it's systemic and oft-overlooked. Together, we are responsible for stamping it out.

Solène Podevin: Our message is twofold. First, there is a pressing need since we are yet to bring down the figures. Approximately 10% of French people reported that they had experienced incest. Parallel to this, public policy continues to lag behind – whether through actively listening to survivors, training professionals, legal proceeding or accessing specialist care that caters to victims' every need. Much more can be done. Actions are based on a shared sense of responsibility across the board, where everyone has a part to play.



engaging Kering
ecosystem

**CREATING A SAFE
AND SUPPORTIVE
WORK ENVIRONMENT**

⁴⁰
Global-minded
internal policy

⁴²
Year-round
awareness
campaigns



Our commitment starts within our own Group. We firmly believe that the workplace should be a safe and supportive environment.

To live up to this commitment on a daily basis and assist employees, whether directly or indirectly affected by domestic violence, we practice an internal policy and host regular awareness sessions for our teams the world over.

By involving our employees and all Kering Houses, we are building an internal network that prides itself on active listening, guidance and support – working hand in hand with our partner organizations.

Global-minded internal policy

Implemented at the global level for employees of Kering and its Houses, this policy is the first of its kind within the luxury industry. It is structured into two complementary pillars, namely: support and training.

Aiding and guiding affected people

Even when it occurs in private, domestic violence has a direct impact on the professional lives of those affected and on their colleagues. For a woman suffering domestic abuse, maintaining her professional occupation and financial independence are critical to successfully fleeing dangerous circumstances.

If properly set up, the workplace has the potential to become one of the first safe havens. Any female employee who is a victim of domestic vio-

lence and opts to speak up must be in a position to receive immediate and confidential support that reflects her personal circumstances.

In practical terms, Kering offers a raft of measures and arrangements such as flexible working hours and a change of workplace, appropriate financial assistance, specific leave entitlements, and referrals to specialist organizations for support.

CLOSE TO
2,000
GROUP
EMPLOYEES
trained worldwide
in 2025

Upskilling teams

Kering internal policy is also geared toward upskilling teams, to ensure that everyone can actively listen to and successfully guide others.

Since 2011, Kering has introduced awareness campaigns developed in conjunction with specialist organizations. The latter include the Fédération Nationale Solidarité Femmes (FNSF) in France, Donne in Rete contro la violenza in Italy, Korea Women's Hot-Line in South Korea, and the National Network to End Domestic Violence and the National Children's Alliance in the United States. Training is delivered in three distinct formats:

• **Elearning modules**

Officially launched in November 2025, in six languages, the *Understanding the Impact of Domestic Violence in the Workplace* module presents all employees with an opportunity to upskill at their own pace, within a 30-minute period.

• **Webinars**

These 90-minute webinars are hosted by specialist partner organizations. Last year saw five pilot sessions conducted in Italy, and now introduced in other regions.

• **In-person workshops**

These sessions are delivered by local partner organizations, enabling participants to grasp the intricacies of domestic violence and find practical ways to support colleagues seeking to open up.

"From the outset, our employees have been the driving force behind Kering Eyewear's success. It's why we are committed to shaping a culture that protects and recognizes every single one of them. Central to this commitment is an acknowledgment of domestic violence. Through training and awareness sessions, we help to curb such violence, promoting respect and safety and developing a workplace where everyone feels supported and safe."

Roberto Vedeotto,
President and Chief Executive
Officer, Kering Eyewear

Year-round awareness campaigns

As part of the employee volunteer program, a raft of initiatives are being led in support of Maison des femmes:

June 2025 marked the completion of the Paris Adidas 10K race by employees at Kering and its Houses. The goal? To raise money for Maison des femmes de Saint-Denis. Together with 130 additional participants, they raised €28,000 – representing enough to fund 744 counseling sessions and 56 forum theater workshops geared toward preventing sexual violence.

A Kering employee volunteers to oversee gardening workshops at Maison des femmes de Saint-Denis. Under the scope of the support program for women who have experienced violence, these sessions are also available to Group and House employees seeking to become directly involved and help instill an even more welcoming atmosphere at Maison des femmes de Saint-Denis.

To celebrate World Children's Day on November 20, 2025, Kering Foundation presented the photo exhibition *Demain s'écrit aujourd'hui* by Camille Gharbi.

Jointly curated with Fédération Nationale Solidarité Femmes (FNSF), the expo was showcased over a fortnight at Kering Paris-based headquarters. The product of documentary research completed over a number of months, it serves as a platform for mothers and children backed by organizations in the Solidarité Femmes network. The exhibition underscores the impact of domestic violence on children – often regarded as mere bystanders.

**NEARLY
1,700
PEOPLE
attended
this exhibition**

*"The walls are noisy;
I am terrified in
my own bedroom."*

Fabio, aged 5



influencing

new audiences
and mobilizing others

48
**MOVING THE NEEDLE
ON GLOBAL RESEARCH**
Strengthening
collaboration
and enhancing
professional practices

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**FUNDRAISING
AND BUILDING
AWARENESS**
Annual Caring
for Women dinner

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**LEVERAGING THE
PRIVATE SECTOR**
Fully committed
corporate networks

Collective effort is needed to stop intergenerational violence for good. Our ambition is to engage with new stakeholders to heighten awareness, take action and raise additional funds. To this end, we are establishing coalitions with other companies and funders, in addition to sharing our expertise and drawing on a network of leading figures so as to amplify our impact.

What's more, we are investing in global research to produce the data needed to inform decision-makers and institutions to act today.



Strengthening collaboration and enhancing professional practices

December 2025 saw Kering Foundation unveil a multi-year research program in collaboration with McGill University and the Sexual Violence Research Initiative (SVRI). Firmly rooted in daily reality, the program seeks to better grasp the links between violence against women and children. Its purpose: to pinpoint practical solutions while shaping public policy.

McGill University: training tomorrow's researchers

Founded in 1821, in Montreal, McGill is one of the top-ranking universities in Canada for medicine and research. The program will train doctoral and postdoctoral students in applied research. Research will be centered on assessing current practices and policies to prevent domestic violence, followed by research that spotlights children, caregivers and professionals, so as to better understand how their rights are enacted in Canada and France.

"Kering Foundation helps us train the next generation of researchers with an approach that is firmly entrenched in the real-life experiences of those most affected. Young researchers will have a platform to develop knowledge and capabilities that effectively transform policy and practice."

Delphine Collin-Vézina, Full Professor and Director of the Centre for Research on Children and Families, McGill University



SVRI: propelling research in low- and middle-income countries

Established in 2003 and based in South Africa, the SVRI is one of the world's largest networks specializing in research on violence against women and children. It gathers data with a focus on the links between these two forms of violence by supporting early-career researchers in low- and middle-income countries through doctoral and postdoctoral fellowships.

"Scaling up our efforts requires long-term investment in research led at the local level that is grounded in real-world experience. These scholarships will help train the next generation of leaders with in-depth knowledge of the field who are committed to eradicating violence within their communities."

Elizabeth Dartnall, Executive Director, SVRI

Determining impactful solutions and reshaping public policy

Aside from funding research, the program includes the organization of joint events, webinars, and workshops serving to unite researchers, practitioners, and policymakers. Its purpose: to disseminate knowledge generated, fuel cross-sector dialogue, and drive concrete actions by professionals capable of reshaping public policy on an international stage. What's more, the project seeks to determine impactful solutions through programs, services, and outreach.

This program opens up new avenues for Kering Foundation: by combining research and program development, it promotes solutions focused on the intersection of violence against women and children, extending beyond the six countries where the Foundation operates directly.

FUNDRAISING AND BUILDING AWARENESS

Annual Caring for Women dinner

NEW YORK

Since 2022, the Caring for Women dinner has established itself as one of the must-attend events during New York’s fall season. Created by Kering Foundation to raise funds for grassroots organizations, it unites some of the biggest names in fashion and culture in support of a common cause: ending gender-based violence.

Fourth edition devoted to economic empowerment for women survivors

On September 11, 2025, The Pool in Manhattan played host to the fourth Caring for Women dinner, held during New York Fashion Week. Co-hosted by Salma Hayek Pinault and François-Henri Pinault, the event gathered a host of star-studded personalities with a commitment to the cause, in support of empowering women survivors of violence.

Each edition presents an opportunity to raise the profile of Kering Foundation’s commitment and showcase the work of these nonprofits. This year’s funds were entirely focused on empowering survivors by providing financial security.

The auction featuring one-of-a-kind creations from Kering Houses, alongside original artworks by Damien Hirst and Jeff Koons, raised up to \$4.5 million (€3.8 million) in support of four nonprofits.



Left to right, top to bottom: François-Henri Pinault, Julianne Moore, Colman Domingo, Salma Hayek Pinault, Dolores Huerta, Demi Moore, Diane von Fürstenberg, Jeff Koons, Jessica Chastain, Ariana DeBose



Left to right: Margarita Guzmán, Violence Intervention Program; Judy Harris Kluger, Sanctuary for Families; Mona Sinha, Equality Now; Sonya Passi, FreeFrom

• **Equality Now** striving to secure the legal and systemic change needed to uphold women’s rights. The funds seek to advance economic justice in Latin America.

• **FreeFrom** is on a mission to end gender-based violence by building economic freedom and safety with survivors. Funds raised will support GIFTED, their social enterprise, and savings matching program.

• **Sanctuary for Families** is New York’s leading service provider and advocate for survivors of domestic violence, sex trafficking, and related forms of gender violence. Funds raised support

Sanctuary’s Economic Empowerment Programs – helping clients attain long-term stability and freedom from violence.

• **Violence Intervention Program** helps Latina survivors of domestic and sexual violence through culturally responsive services that provide financial education and encourage entrepreneurship.

\$14
MILLION
raised since 2022,
i.e., €12 million



Fully committed corporate networks

Given the pivotal role the business world plays in tackling violence against women, 2018 saw Kering Foundation jointly establish two dedicated corporate networks, namely: OneInThreeWomen (Europe) and PARI (Italy).

Spotlighting OneInThreeWomen: a forerunner among networks

A study of more than 40,000 employees in six countries found that more than half of the women involved reported problems at work owing to domestic violence. Moreover, 37% of them had addressed this with a coworker. The above figures emphasize how the workplace serves as a strategic space for dialogue and support.

Jointly created in 2018 by Kering Foundation and Fondation Agir Contre l'Exclusion, OneInThreeWomen is the foremost European network of companies committed to combating violence against women. Its purpose: to inspire companies to assist women employees who are victims of violence by implementing specific measures and an appropriate internal policy. To date, the network unites over 70 member companies including Kering, in addition to L'Oréal, BNP Paribas, Carrefour, SNCF, Publicis, Orange, Sanofi, and Air France.

Thanks to its collective efforts, the coalition developed tools to heighten awareness and complete in-person training.

Introducing PARI: a nascent Italian network

2024 saw Kering Foundation become a founding member of the newly created PARI in Milan, Italy. This corporate network aims to eliminate gender-based violence. Orchestrated by Feltrinelli Education, PARI unites companies with the conviction that cultural change stems from where we live and work. At the time of its launch, PARI's network comprised 24 member companies including the likes of AstraZeneca, Generali, Fastweb, Prysmian and Trenord.

The launch of PARI demonstrates Kering Foundation's ability to share its experience and inspire other businesses to formalize their commitment and instill a supportive working environment for women victims of violence.

Learn more
about our partners at
keringfoundation.org

K E R I N G
F O U N D A T I O N



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