

# Helping families reconnect



Presentation of the Corporate Foundation for families by  
Pierre & Vacances - Center Parcs Group



Groupe  
**Pierre & Vacances**  
*CenterParcs*





# SUMMARY



**PAGE 5** | **Message from the Group CEO**

**PAGE 7** | **Presentation of the Foundation**

PAGE 8 Key figures

PAGE 9 Our purpose

PAGE 11 Our vision of corporate solidarity

**PAGE 13** | **Not-for-profit organisations supported**

PAGE 14 List of not-for-profit organisations

PAGE 16 Program 1 : Rebuilding families

PAGE 20 Program 2 : Families with disabilities and illness

PAGE 27 Program 3 : Families victims of discriminations

**PAGE 31** | **Join us**

PAGE 32 You're an employee

PAGE 36 You're a not-for-profit organisation



# Franck Gervais

PVCP Group's CEO  
(Pierre & Vacances, Center Parcs, maeva, Adagio)





# MESSAGE FROM THE GROUP CEO

## Positive impact tourism

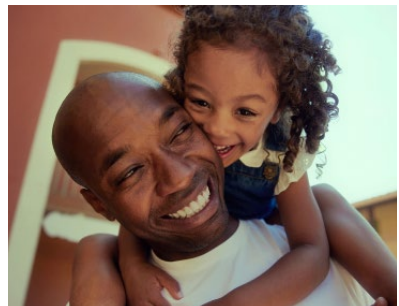
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Corporate Social Responsibility (CSR) is a major issue today.


Our **Reinvention 2025** strategic plan puts social responsibility at the heart of our actions. Our goal is to act for positive impact tourism and to achieve this, we are committed to offering a reinvented local tourism that is environmentally friendly, more inclusive and more responsible.

We want this tourism to respect nature and allow families to get back to basics in a preserved environment. We want this tourism to be inclusive and enable people to escape from everyday life with no accessibility constraints; we want it to be responsible, allowing each of our 12,000 citizen employees to become involved and contribute positively to a collective project.

Our corporate  
Foundation  
reflects our  
positive  
contribution  
to families.







# PRESENTATION OF THE FOUNDATION

# Key figures

in 2017 the Foundation was created

36

not-for-profit  
organisations  
supported in  
Europe since 2017

5

countries of operation :

- France
- Germany
- The Netherlands
- Belgium
- Spain

4

brands involved :

- Pierre & Vacances
- Center Parcs
- maeva
- Adagio

2 M€

in financial support

100 000

people supported

1 500

stays offered

12

employee ambassadors for the  
associations

target of 15%  
employees involved with not-  
for-profit organisations





The 12,000 employees of the PVCP Group are united by one purpose :  
as a European player in local tourism, we are committed to helping people get back to basics in a preserved environment.

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Every year, 8 million customers stay with their family on the Group's sites (Pierre & Vacances, Center Parcs, Adagio and maeva). **Getting back to basics means reconnecting with loved ones and strengthening the ties that bind family members.**

The family and the quality of ties that are forged within it contribute especially to the development and happiness of children and lay the first building blocks for a fulfilled future. A loving, happy family is often the first essential ingredient in creating each of our identities.

The family :  
favourite group  
target for both  
the Group and  
its Foundation

However, for some families, it's more difficult to establish these quality links: families rebuilding after a break-up or an episode of violence, those facing disability or illness, or those who suffer discrimination because of their family structure.

The Foundation is dedicating its actions to these families through three programs :



### Rebuilding families



- Women and children victims of domestic violence
- Families in economic or social difficulty



### Families with disability / illness



- Families with a member who is ill, in hospital or disabled



### Families victims of discriminations



- Single-parent families
- Blended families
- LGBTQIA+ parenting



# Our vision of corporate solidarity

Our Foundation supports not-for-profit organisations that help these families with specific needs by opening them the doors of our Group.

Convinced that the Group has multiple resources to share with not-for-profit organisations, the Foundation chooses to combine three forms of support in its action:



## FINANCIAL SUPPORT

An annual investment of €150,000 helps our partner organisations finance their development, projects and events.



## SKILLS' SUPPORT

The talents of our teams at our head office and our touristic sites are made available to our partner organisations.



## SUPPORT IN KIND

Our touristic sites are made available to organisations during stays and care days.

## One continuous monitoring :

### The ambassador :

Alongside each not-for-profit organisation, an employee is appointed as an ambassador, responsible for leading the partnership and involving the Group's employees.

**His/ her mission:** to find out what the organisation needs, assist it in how to use the financial support provided and to motivate colleagues to engage in solidarity missions.



### The Foundation team :

**Its mission :** to ensure the coherence of projects during their selection and to animate the PVCP Group's corporate solidarity strategy.





# NOT-FOR-PROFIT ORGANISATIONS SUPPORTED

# Our partner organisations

## The 3 programs :



### Rebuilding families

- Bundesverband Kinderhospiz
- Je pars, tu pars, il part
- SOS Villages d'Enfants



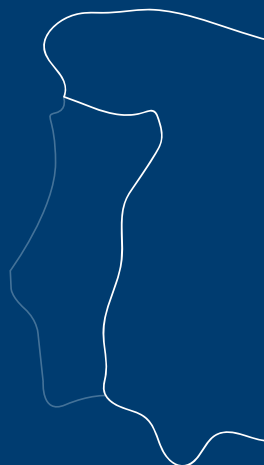
### Families and disabilities / illness

- Association LEA
- Beyond the Moon
- Le Silence des Justes
- Magie à l'hôpital
- Sun Child
- Zeldzame Ziekten Fonds



### Families victims of discriminations

- Ahora Donde
- Collectif Famille-s



Map of the partnerships  
by summer 2022





Rebuilding  
families





## BUNDESVERBAND Kinderhospiz e.V.

### Mission

Bundesverband Kinderhospiz (The Federal Children's Hospice Organisation) supports families in rebuilding after the loss of a child.

### Brand partner

Center Parcs

### Country

Germany

### Ambassador

Lars Engel



### Financial support

- coverage of transportation costs for respite stays of bereaved families.



### Skills' support

- communication and awareness about the organisation's mission.
- collection of gifts at Christmas for children in hospitals.



### Support in kind

- care stays on Center Parcs' sites for bereaved families.



« We say thank you on behalf of all our association members for this support from the Foundation. Palliative care for children and youth helps the families involved deal with the challenges and difficulties ahead.»

Franziska Kopitzsch, Director of the organisation.



TO GET INVOLVED WITH  
THE ORGANISATION,  
go to page 33





### Mission

Created in October 2014, the endowment fund Je pars, tu pars, il part (Holidays for all) aims to facilitate access to holidays and leisure activities for those who are deprived of them due to their financial situation.

### Partner brands

maeva, Pierre & Vacances

### Country

France

### Ambassador

Anne-Laure Dano-Taquet



### Financial support

- “solidarity boost”: for each euro donated by a holidaymaker when booking, maeva donates an additional €1 to Je pars, Tu pars, Il part. In 2021, €8,000 was donated to the endowment fund.



### Support in kind

- at the same time, stays are offered during the summer to families supported by the fund.



« My first vacation in 3 words: freedom, discoveries and relaxation. Thank you ! »

**Milano**, teenager beneficiary of one vacation stay thanks to the funds **Je pars, tu pars, il part**, supported by maeva.


**SOS VILLAGES  
D'ENFANTS**

### Mission

SOS Children's Villages guarantees children access to education, health and protection, while strengthening the family bond within the home to ensure the child's healthy development. The organisation is present in 135 countries around the world.

### Country

France

### Ambassador

Maud Pelletier



### Financial support

- since February 2022, SOS Villages d'Enfants has been running an emergency aid plan for Ukrainian families throughout the conflict with Russia. The organisation offers families rehousing or provides them with material and psychological assistance in the short and long term. To support the organisation in its emergency mission, the PVCP Group Foundation has made a donation of €150,000.

« Our emergency aid on the ground includes hosting vulnerable children and families in social centers in Ukraine and neighboring countries. We offer them support groups, recreational activities for children, access to food/care/necessities as well as financial support.»

**Émilie Fontaine,**  
Head of Corporate Partnership





## Families with disabilities / illness





### Mission

The LEA association (Lutter Ensemble Autrement / Fighting together for sick children) supports families of sick/disabled children in their daily lives and offers care to children during their treatment.

### Partner brand

Pierre & Vacances

### Country

France

### Ambassadors

Maud Pelletier  
and Manon Salice



### Financial support

- creation and printing of communication materials and guides for parents of sick children.
- payment of medical transport.
- recruitment of a social worker.



### Skills' support

- collection of gifts for children in hospital at Christmas.
- optimisation of the organisation's website.



### Support in kind

- care stays for sick and/or hospitalised children and their family on Pierre & Vacances' sites.



« This stay was a real bubble of oxygen for the whole family. The staff were very attentive before and during the stay. Really enjoyable! »

**Eva**, mother of Rafael and Matteo,  
beneficiaries of the LEA association.

TO GET INVOLVED WITH  
THE ORGANISATION,  
go to page 33





### Mission

Beyond the Moon helps families affected by serious illness by providing support in the daily life of children in hospital.

### Partner brand

Center Parcs

### Country

Belgium

### Ambassador

Vera Geebelen



### Financial support

- purchase of medical equipment.
- coverage of transportation costs for care stays of the families.



### Skills' support

- reception of the families on Center Parcs' sites.
- organisation of fundraising events for the benefit of the organisation.



### Support in kind

- care stays for the children and their family on Center Parcs' sites.



« This holiday on Center Parcs Eperheide felt so good after such a difficult period. We finally had a family moment all together. We thoroughly enjoyed the swimming paradise, the buffet and the entertainment. »



**Wood**, 13 year-old child, Beyond the Moon's beneficiary.



TO GET INVOLVED WITH  
THE ORGANISATION,  
go to page 33





**Le Silence Des Justes**

Une vie normale pour eux aussi

### Mission

Le Silence des Justes (A voice for Autism) helps children and teenagers with autism spectrum disorders by accompanying them towards autonomy, by offering them fulfilling activities and by supporting their family.

### Partner brand

maeva

### Country

France

### Ambassador

Marine Robert  
Maureen Robichon  
Agathe Gense



### Financial support

- wellness outings.
- deployment of two integration projects for young people (shop and solidarity café).



### Skills' support

- support in the organisation's development.
- job coaching between maeva employees and young people from the organisation.



### Support in kind

- care stays for young people with autism and their family on maeva and Center Parcs' sites.

*« Our first stay at Villages Nature was a beautiful experience thanks to the presence and support of Le Silence des Justes. It was the first time our 2 children stayed outside home for so long et we were apprehensive about it. However everything went wonderfully well which reassured us. Thanks to all the team! »*

**Luong-Tighilt's family, Le Silence des Justes' beneficiary.**



**TO GET INVOLVED WITH  
THE ORGANISATION,**  
go to page 33





### Mission

Magie à l'hôpital (Magic in hospital) offers magic shows to children in hospital, and provides support for their families in conjunction with the medical teams. It operates in 19 paediatric hospitals. Magie à l'hôpital also makes the magic dream of these children come true: 1 dream comes true every 2 days!

### Partner brand

Center Parcs

### Country

France

### Ambassador

Romain Leclerc



### Financial support

- payment of medical transport when families travel.
- creation of a promotional video for the organisation.



### Skills' support

- fulfilment of the magical dreams of hospitalised children (leisure days at amusement parks, concerts, matches, etc.).
- organisation of a Christmas gift collection on all Center Parcs villages.



### Support in kind

- care stays for sick or hospitalised children and their family on Center Parcs' sites.



« THANK YOU to Center Parcs for committing to Magie à l'hôpital, for opening its doors to the families but also its heart! We, the parents, are touched to see that we are supported and that we are not alone in our fight against the disease. »



**Sandra**, mother of Jules, beneficiary of the Magie à l'hôpital organisation.

TO GET INVOLVED WITH  
THE ORGANISATION,  
go to page 33







### Mission

Sun Child helps families whose children are seriously ill, providing financial aid, transport aid, therapeutic care, holiday stays, recreational activities, etc.

### Partner brand

Adagio

### Country

Belgium

### Ambassador

Isabelle Chaloner



### Financial support

- festive events for children.
- training for new volunteers.
- stays in family houses.
- communication materials.



### Skills' support

- welcoming families at Aparthotels Adagio for care stays.
- participating with animated workshops at the Saint Pierre hospital in Brussels.



### Support in kind

- care stays for sick and/or hospitalised children and their family on Aparthotels Adagio and Center Parcs' sites.

«A great party organised by the Sun Child team and the Adagio team. A moment where the children forgot their illness and the parents were happy to see the children having fun. The team was very attentive and the entertainers were able to arouse the desire to play and laugh in all of us. A big thank you to all!»

**Fatima**, aunt of Aymen Okail, beneficiary of Sun Child organisation.



TO GET INVOLVED WITH  
THE ORGANISATION,  
go to page 33





### Mission

Zeldzame Ziekten Fonds (Rare diseases funds) combines support to families affected by a rare disease and raises funds for Scientific research.

### Partner brand

Center Parcs

### Country

The Netherlands

### Ambassador

Ronnie te Boekhorst



### Financial support

- donation for scientific research.



### Skills' support

- reception of the families on Center Parcs villages.
- assistance in related events of the organisation.



### Support in kind

- care stays for the children and their family on Center Parcs' sites.



«It was great! It felt good to be surrounded by other families like ours and to feel the recognition in everyone's eyes. We have wonderful memories of this weekend.»

**Marijke**, mother of sick children, beneficiaries from Zeldzame Ziekten Fonds.

TO GET INVOLVED WITH  
THE ORGANISATION,  
go to page 33





## Families victims of discriminations





## Mission

Ahora Donde (the Shelter) accompanies and welcomes LGBTQIA+ young people who suffer from rejection in their family environment. It offers emotional support, family mediation, professional guidance and soon foster families.

## Partner brand

Pierre & Vacances

## Country

Spain

## Ambassador

Laure Fenech



## Financial support

- development of the organisation in Catalonia.
- remuneration of host families.



## Skills' support

- welcoming young people at Pierre & Vacances sites.



## Support in kind

- care stays on Pierre & Vacances' sites for LGBTQIA+ young people suffering from discrimination and domestic violence, accompanied by their host family.

« Thanks to the partnership with Pierre & Vacances, our young people rejected by their family have access to leisure activities and holiday villages. They will be able to go with their host families and enjoy moments of exchange and sharing in a safe environment.»



**Gemma Brulles**, co-founder of Ahora Donde



**TO GET INVOLVED WITH THE ORGANISATION,**  
go to page 33





## Mission

Collectif Famille.s (Collective for all families) accompanies LGBTQIA+ families in France in their daily lives, raises awareness among the medical, social and educational bodies about taking their specificities into account, and offers meeting times for families.

## Partner brand

Holding

## Country

France

## Ambassador

Maud Pelletier



## Financial support

- creation of an inclusive book.
- creation of a happy families game.
- organisation of the 1st Family Pride Festival.



## Skills' support

- support for the organisation's legal and press relations teams.



## Support in kind

- cohesion stays on Center Parcs and Pierre & Vacances' sites for the organisation's volunteers.

« This Family Pride Festival is a balm to the heart! Here we can freely share our difficulties but also our joys of queer parenthood with families who look like us and it feels good ! »



Amélie, participant in the Family Pride Festival in Lyon



TO GET INVOLVED WITH  
THE ORGANISATION,  
go to page 33







# If you're an employee

**You can commit with one of the partner organisations during your working hours.**

There are many forms of engagement: solo or group missions, one-off or long-term missions...

Impact is created by adding up small actions!

## The engagement process :



To become involved, simply **contact your ambassador**; he or she will inform you of the solidarity missions you can take part in.





## For the employees from :



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**Vera Geebelen**

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**Ronnie te Boekhorst**

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**Lars Engel**

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**Maud Pelletier**

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or

**Manon Salice**

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**Laure Fenech**

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**Maud Pelletier**

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# Testimonies of committed volunteers :



 I discovered the Collectif Famille.s and was immediately touched by the commitment and involvement of the founders in creating this organisation. So when they needed help with a legal mission, it was only natural that I volunteered. It's a great opportunity for me to exchange with people from the voluntary sector and to familiarise myself with certain issues. I advise everyone to get involved because it's an opportunity to get out of our profession and our world (a little) !

**Élodie Wacheux**

Group Compliance Manager,  
volunteer on the legal project of  
the Collectif Famille.s.




 Being involved in a solidarity mission is very important to me: it is a way of providing even more meaning to my work by helping, in my own way, the families of the LEA association.

**Anaïs Schumm**

Pierre & Vacances  
E-commerce Manager,  
volunteer and leader of the  
"Digital Accompaniment"  
project with the LEA  
association.



 This day allowed me to see my job differently. Seeing the smiles on the faces of children and their parents is precious when you know what they go through every day!

**Sandrine Boucher**

Events Coordinator at Villages  
Nature Paris, volunteered to  
welcome Magie à l'hôpital's  
families for a day of respite at  
the domain.



*I accompanied the families throughout their weekend at Center Parcs and they had a great time together. It's a pleasure to contribute to their happiness! !*

**Judith van Sitteren**

Receptionist at Center Parcs De Kempervennen, volunteer to welcome families from the Zeldzame Ziekten Fonds at the Limburgse Peel village.



*I was happy to be involved in organising this Carnival afternoon and to see that our efforts made this event a magical moment for everyone present.*

**Anas Mze**

Shift leader reception Adagio, volunteer to welcome families of the Sun Child organisation during the Carnival day at Adagio Brussels.

*This commitment made me feel useful and not just productive, being involved within my company also means sharing common values and contributing to a better world.*

**Laurence Doumet**

Region Director of Pierre & Vacances, volunteer to welcome families from the LEA association to the Cannes Verrerie site.



# If you're a **not-for-profit organisation**



## Our Foundation supports projects:



### **focused on the theme of families,**

in particular families being rebuilt, families experiencing disability and/or illness and families victims of discriminations.



### **located close to our tourist locations**

(in the Netherlands, Germany, Belgium, Spain and France).



### **who need our infrastructures and skills.**



### The 3 steps of selection :

1

Visit <https://fondation.groupepvcp.com>.

2

An **online form** allows you to submit your project.

3

If your project meets the selection criteria, **a Foundation ambassador will contact you** and guide you through the next steps.

**FOR ANY QUESTION AND INFORMATION,  
YOU CAN CONTACT US VIA EMAIL :**

✉ [fondation@groupepvcp.com](mailto:fondation@groupepvcp.com)

We proudly support them :



BUNDESVERBAND  
Kinderhospiz e.V.



and why not you ?





# Helping families reconnect

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To find out more about our Foundation, visit our website :  
<https://fondation.groupepvc.com>



A huge thank you to the five employees who contributed to the development and improvement of this presentation :  
Sandrine Boucher, Arnaud Cailler, Gaëlle Ferry, Morgan Fouquier et Sara Guillet !