



<https://www.fondationcoupdecoeur.org/en/>

[fondationcoupdecoeur@gmail.com](mailto:fondationcoupdecoeur@gmail.com)

# ***Presentation***

# Because water means life



**Ambato Boeni (Madagascar)**

# About us

***Fondation Coup de Cœur*** (FCC) is a non-profit organization, (apolitical and non-confessional) established by a small group of retired friends from different professional spheres.

FCC founders devote their time to humanitarian causes, more precisely to some of the most destitute families in third world countries (with a daily salary inferior to US\$1.50).

FCC is particularly interested in projects related to the adduction, rehabilitation and purification of water systems. 90% of FCC's funds are invested in that cause.

FCC also grants 10% of its annual budget to humanitarian projects in the fields of education, health, and environment.

# Our Mission

**Ensure that 300 000 people in developing countries have access to drinkable water as of 2020.**

**- In 2020, this goal has been reached, and even doubled! (600 000+ beneficiaries)**

**In 2021, we have now decided to set a new goal of 1 Million beneficiaries by 2025.**

- Before 2017, we were most of all investors in small projects.
- In 2017, with the experience and contacts we developed after taking part in hundreds of projects, we decided to become, in addition to investors, Humanitarian Brokers and Consultants



Dandoli (Mali)

**ONE BILLION** human beings do not have access to drinkable water. (WHO-UNICEF)

*At any time, more than half the hospital beds in developing countries are occupied by patients suffering from diseases transmitted by contaminated water. (UN)*





**Savanna region (Togo)**



**Savanna region (Togo)**





**Students from the school in Galle (Togo)**

# Our Action

In accordance with its values, FCC aims to find water adduction, rehabilitation, and filtration projects that will have a maximum impact and an assured durability, in order to later complete these projects successfully.

To do so, FCC studies hundreds of water related projects that are submitted by multiple organizations and selects those that correspond with its values.

**The values that guarantee a project's success are:**

- 1) *Its Pertinence*
- 2) *Its Transparency*
- 3) *Its Governance*
- 4) *Its Impact*
- 5) *Its Durability*

# Pertinence

**The relevance of a project stems from the real needs of the community and the possibility that it should set up the project and ensure its sustainability.**





**The search for drinkable water in a river between  
Kamkampiéni and Galle (Togo)**



**Tandjouare region  
(Togo)**



# Transparency and Governance

**FCC selects its partners according to the following criteria :**

- 1) The roadmap of everybody implicated in the project;**
- 2) The financial statement of accounts of executive partners;**
- 3) The analysis of the projects accomplished by those executive partners.**

# Impact

**According to Catarina Albuquerque, United Nations' independent expert in charge of the right to water, for every dollar invested in water adduction, US \$10 of health related costs are avoided.**

**The water field offers an optimal impact on the most destitute populations because healthy water gives access to good health, education and autonomy.**

**Also, in order to have a maximum impact, FCC chooses projects that reach a majority of people.**

# Sustainability

**Sustainability is not a product of chance, but rather an element that must be planned out. Here are its prerequisites:**

- **The project must be desired and initiated by its beneficiaries (village or school);**
- **These beneficiaries must show their capacity to establish the project;**
- **The executive partner must give the necessary training to a committee in order to set up the project's governance;**
- **The executive partner must give the required training to a mechanic in order to ensure system maintenance;**
- **The executive partner must make sure that the maintenance pieces necessary to the project's equipment are available;**
- **The beneficiaries must be willing to pay a minimal amount for the water system in order to create a fund for its inheritant fees**
- **FCC must ensure a rigorous follow up of the project's durability.**







**Ambato Boeni village (Madagascar)**



# New role

- With our new vocation of Brokers and Consultants, our Foundation specializes itself in choosing promising projects that will be led by an experienced and reliable team, and in finding numerous partners for the fundraising.
- To guarantee the success and sustainability of our projects, we have established 8 criteria that have to be respected.

# Our criteria

- 1) Is there a reliable and experienced **Rotary Project Leader**, from a Rotary International Club, who knows the country of the project, the involved members of the Host Club, and the Service Provider in the country of the project? Will this Leader go on the site of the project during its construction or at its inauguration, as well as later after its completion to ensure its sustainability?

**This Leader is the key to the project.**

- 2) Is the project **pertinent** and **impactful**? (Is there a real *need* for such a project in the community?)
- 3) Is there a *desire* from the community to undertake this project, and does it have a committee to initiate and supervise the project locally? Is this committee capable of ensuring the **transparency** and **governance** of the project, in order for the project to be sustainable?

- 4) Are the beneficiaries ready to pay a minimum fee for their safe water, money that will pay for the governance and the maintenance of the project, thus ensuring its **sustainability**?
- 5) Is the Rotary Host Club in the area experienced, reliable and willing to undertake the project, guarantee the follow-up and ensure its sustainability?

- 6) Are the Service Provider (NGO) and contractors experienced, reliable and financially accountable?
- 7) Are all the partners of the projects willing and capable to maintain effective communication between themselves?



- 8) Is the country of the project safe (no terrorist activities) and generally exempt of political turmoil, as to ensure the safety of the members of the project on site and the sustainability of the project?

# Our partners

To accomplish its projects, FCC works with 3 partners :

- 1) The beneficiary partner;
- 2) The executive partner;
- 3) The international partner.

**The beneficiary partner** is a village or a school that has managed to demonstrate its desire and its capacity to establish a water project and to ensure its durability. The beneficiary partner is the building block of the project.

**The executive partner** is a local NGO, a Rotary Club, or a religious community that has the experience and the required capacity to execute the project. The executive partner is the pivot around which all the project's operations and communications are articulated and on which most of the project's success depends.

**The international partner** (often a Rotary Club) oversees the project and ensures its financing, along with Fondation Coup de Cœur.

# List of our Rotary partners

Clubs	Contact	Country of intervention
Montreal	Bertrand De Cardaillac	Ouganda
Lake shore	Knud Peterson	Madagascar
Old Montreal	Claude Tardif	Panama
Boundary	Lionel Emond	Peru
Quebec	Yves Fecteau	Togo
Val Bélair	André Pomerleau	Laos
Amos	Christian Leblanc	Philippines
Saint-Hyacinthe	Pierre Dumaine	Honduras
Saint Jérôme	Marc André Arbour	Honduras
Collingwood (Ontario)	John Van Laar	Philippines
Gananoque (Ontario)	Bruce Higgs	Panama

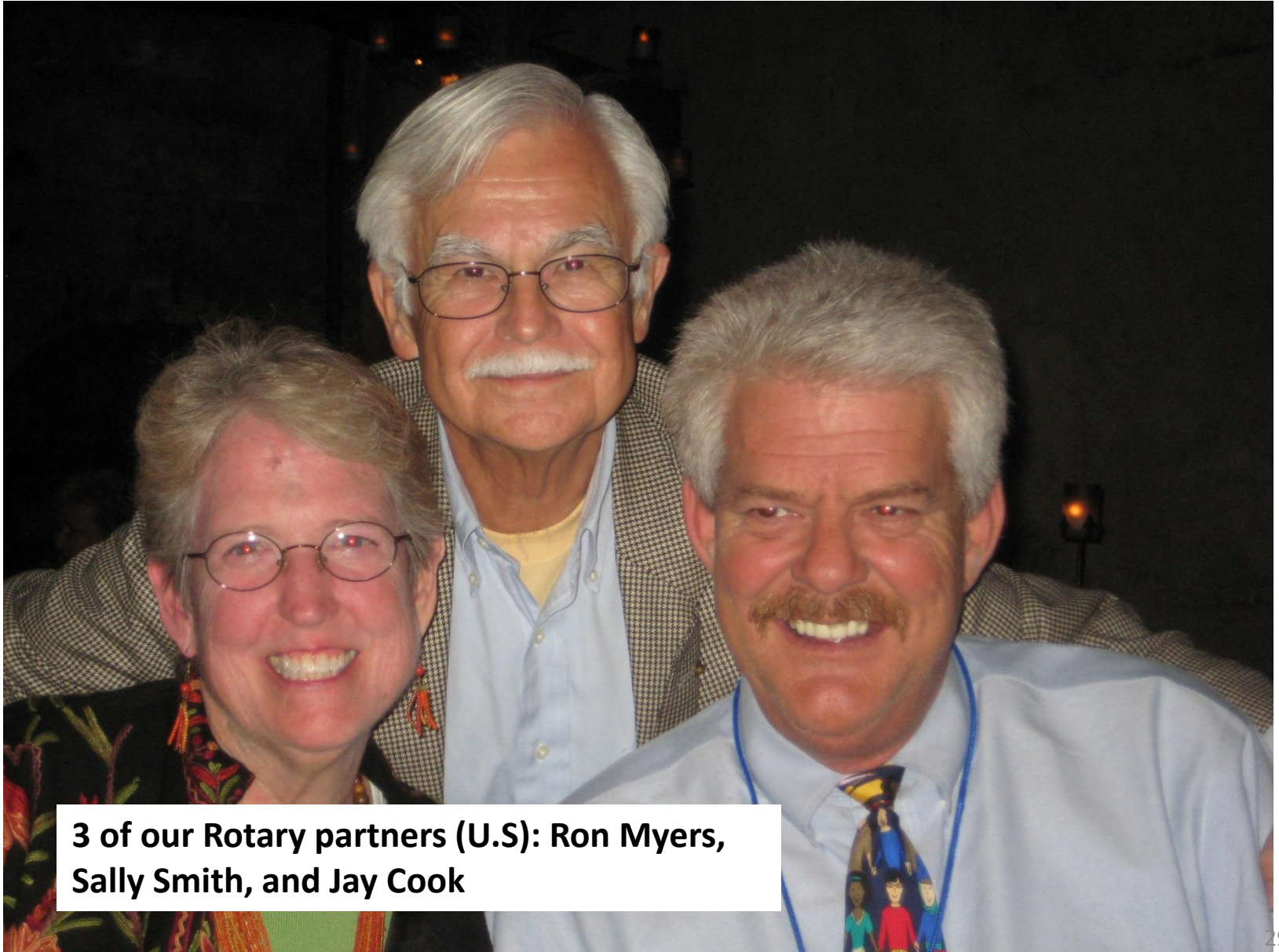
# List of our Rotary partners

Clubs	Contact	Country of intervention
Ottawa Kanata (Ontario)	Bruce O'Callaghan	Burkina Faso
Comox (B.C.)	Stan Gaskarth	Honduras
Unity (Maine U.S.)	Deborah Walters	Guatemala
Hollywood (FL. U.S.)	Robert Lewis	Guatemala
Coral Springs (FL. U.S.)	Dave Johnson	Panama
Lakewood Ranch (FL. U.S.)	Ron Myers	Guatemala and Peru
Bonita Springs (FL. U.S.)	Sally Smith	Guatemala
Fort Lauderdale (FL. U.S.)	Martin Brody	South Africa
Simi Sunrise (CA. U.S.)	Heather Frankle	Honduras
Downtown Los Angeles (CA)	Peter Lattey	Kenya
Duluth, (Mn. U.S)	Karl Everett	Bolivia, Ghana

## List of our Rotary partners

Clubs	Contact	Country of intervention
Point Loma (CA. U.S.)	Deborah Gookin	Fiji Islands
Charleston Breakfast (SC.US)	Jay Cook	Honduras +++
Tulsa (Oklahoma U.S.)	David Peterson	Nicaragua
Sainte Anne Arundel (MD. U.S.)	Anthony Clarke	Malawi
Seattle (Washington U.S.)	Michael Rosen	Nepal
Romans (France)	Jacques Valette	Madagascar
Fleurus (Belgique)	André Lorsignol	Togo
Montreal Est	Josu Petit	Haiti
Rocky Mount, (VA. U.S)	Walter Hughes Jr	Ghana +
Watertown, (NY. U.S)	Ben Coe	Ghana +
And many more .....		





**3 of our Rotary partners (U.S): Ron Myers,  
Sally Smith, and Jay Cook**





**Farmer from the Santa Cruz village (Guatemala)**





Djabdawoure (Togo)



R. C.  
MONTREAL



*Fondation  
Coup de Cœur*

We are a small private foundation based in Montreal, Canada.



Togo



Madagascar

We award grants of up to \$10,000 for water projects.



Anduras




Inde

Our objective:  
Provide safe water to 300,000 persons by the year 2020.



Cameroun



Montreal Rotary Club

Our values:

- 1 - Relevancy
- 2 - Transparency
- 3 - Governance
- 4 - Impact
- 5 - Sustainability



Nicaragua







**With Manuel Nieto J.,  
District 4400  
Governor Elect 2015-2016**

























Before



After





[www.fondationcoupdecoeur.org](http://www.fondationcoupdecoeur.org)

[fondationcoupdecoeur@gmail.com](mailto:fondationcoupdecoeur@gmail.com)

**Thank you!**