



The teenagers who traveled to Florida last October with Safran and Secours Populaire Français.

**PARTNERSHIP.** Illustrating the Group's commitment to corporate citizenship, Safran has twice teamed up with *Secours Populaire Français*, one of France's largest charity organizations, to take a group of youngsters to two of the world's leading space centers.

# MAKING DREAMS COME TRUE



"Safran is not and does not intend to isolate itself in a kind of high-tech ivory tower, cut off from the rest of society," says Dominique-Jean Chertier, a member of the Safran Executive Board and Executive Vice President, Social and Institutional Affairs. "We firmly believe that no matter how much hardship people face, every-

one has the right to dream. We were impressed with the efforts by *Secours Populaire Français* to enhance the opportunities of children and teenagers who were not fortunate enough to be born into a wealthy family. So if our activities and high-tech products fire the imagination, then we should help children's dreams come true whenever possible."

Safran's first initiative with *Secours Populaire* was launched in summer 2004, when a group of twelve kids who'd never before been on vacation were flown to French Guiana to visit the Ariane rocket base in Kourou. Two years later, the Group renewed its efforts with the operation "Head in the Stars". This time, 23 teenagers from all over France, aged 14 to 17, most of whom had never gone on vacation, were taken on a once-in-a-lifetime trip to Florida from October 26 to November 5. Accompanied by four team leaders, six specially trained youth counselors

## BENCHMARKS

### SECOURS POPULAIRE FRANÇAIS AT A GLANCE

- > ONE MILLION aid recipients
- > ONE MILLION donors
- > 72,000 volunteers
- > 98 federations
- > 659 local committees
- > 1,232 advisory centers
- > 50 corporate partners

*In France, one in every three children and 40% of adults never go on vacation.*

## A DAY AT THE SAFRAN AEROSPACE MUSEUM IN VILLAROCHE



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To help brighten up the lives of a broader group of people, last year Safran also initiated visits to its Aerospace Museum in Villaroche, near Paris. Spread over three days, the first series of visits allowed 300 people who receive aid from *Secours Populaire* to enjoy a great day out with their families at the museum, which celebrates the history of air and space flight. Following a guided tour by Friends of the Museum (retired Safran employees who volunteer their time), the afternoon was spent in a variety of activities, catering to all ages and interests: quizzes, an introduction to live video recording techniques by professionals, souvenir snapshots inside the cockpit of a Mirage jet fighter and on an ejection seat simulator. By far one of the most popular activities with both young and old was a model rocket workshop. Led by staff from a company approved by French space agency CNES, participants worked in groups of four to make the rocket fuselages out of cardboard and wood. Special miniature rocket motors were then attached to launch the models over 200 meters into the air, providing a thrilling end to a memorable day. Organized for the second time this year, the initiative will welcome another 250 guests to the Villaroche museum. Along with this operation, Safran also handed out one hundred invitations to the Paris Air Show to *Secours Populaire* branches in the Paris region.

and a nurse, the teenagers explored Sea World in Orlando, the world's largest aquatic theme park, Disney World, the city of Miami, Everglades National Park and, last but not least, the Kennedy Space Center (historically known as Cape Canaveral). The group was welcomed to the legendary "Mecca" of space travel by French astronaut Léopold Eyharts, who had spent 19 days onboard the Mir space station.

**SECOURS POPULAIRE FRANÇAIS HELPS... ONE MILLION people across France**

### Broadening horizons

Léo Audemar, now 15, is a high-school student from the Languedoc-Roussillon region of southern France who took part in the trip. He shared his impressions a few months later: "The trip helped me shake off some very European prejudices.

For example, some people criticize Americans for not always considering environmental issues. Well, let me tell you that they make a great job of looking after the Everglades, which is an amazing place! We also tend to think that they don't care about what goes on outside of the USA, but our contacts there show that this just isn't true." Over half of the teenagers involved now correspond regularly with each other. In addition, the youngest member of the group, a girl from the Ardèche region, signed up as a volunteer with the local *Secours Populaire* as soon as she returned from Florida – and recently received the Departmental Award for Civic Action in honor of her efforts! ■

A. DOHY

## INTERVIEW

### Supporting the arts



DENIS VERDIER-MAGNEAU  
NATIONAL SECRETARY OF SECOURS POPULAIRE FRANÇAIS, SPECIAL ADVISOR FOR THE ARTS

Over the past decade, *Secours Populaire Français* has actively worked to extend its reach beyond the fundamental mission of providing food and clothing aid, the principle on which the charity was founded back in 1946. Our aim today is to safeguard the dignity of the people we assist by making a more long-term commitment and developing cultural missions, such as theater groups and workshops on writing, nutrition and even the Internet. Our partnership with Safran enables us to add a fresh dimension and more visibility to our actions. We're delighted to have been able to give these 23 teenagers a first-hand glimpse of what life is really like in the United States, offering them a very different vision from the one they perceive back home in France. They saw, of course, a technologically advanced society, illustrated by the Kennedy Space Center, but much more besides: they also witnessed an incredibly multiracial, multicultural society, offering a vast pool of artistic, technological and social creativeness."