



TRANSAT JACQUES VABRE WITH INITIATIVES-CŒUR

SET SAIL ON A SOLIDARITY JOURNEY

En soutien à l'association

MECENAT
CHIRURGIE
CARDIAQUE



enfants du monde



VINCI Energies **Performance partner of the** **Initiatives-Cœur sailboat**

VINCI Energies, Performance partner of the Initiatives-Cœur sailboat

A close-up photograph of a woman and a young girl smiling together. The woman, on the left, has blonde hair and is wearing a red jacket. The girl, on the right, has dark skin and braided hair with colorful beads, also wearing a red jacket. They are both looking towards the right. The background is bright and out of focus.

The partnership

What's the course and the destination?

This sports and solidarity challenge endeavors to help Mécénat Chirurgie Cardiaque save children suffering from heart defects who cannot receive the medical operation they need in their home country.

The yacht's participation in renowned races, combined with the financial support of its partners, provides Mécénat Chirurgie Cardiaque with the vast media coverage it needs to inform the public about this important cause.

The partnership with VINCI Energies aims to strengthen this project: to enhance the boat's performance, boost the visibility of the cause and thereby save even more children.

176 children saved since the start of the Initiatives-Cœur adventure!

Our skipper Samantha Davies

The experienced British sailor who calls Brittany home.

25 transatlantic races and **two full circumnavigations** – solo and as part of a team.

3 milestones

2008-2009: Vendée Globe, first solo circumnavigation. Sam finishes in 4th place.

2015: Sam joins the Initiatives-Cœur adventure, later becoming its skipper in 2018.

2019: Sam takes part in the Transat Jacques Vabre race.



The work of Mécénat Chirurgie Cardiaque

Nearly one in every 100 children is born with a heart defect. Mécénat Chirurgie Cardiaque enables children with heart defects in disadvantaged countries who cannot receive the treatment they need, due to a lack of financial or technical resources, to get the operation they need in France.

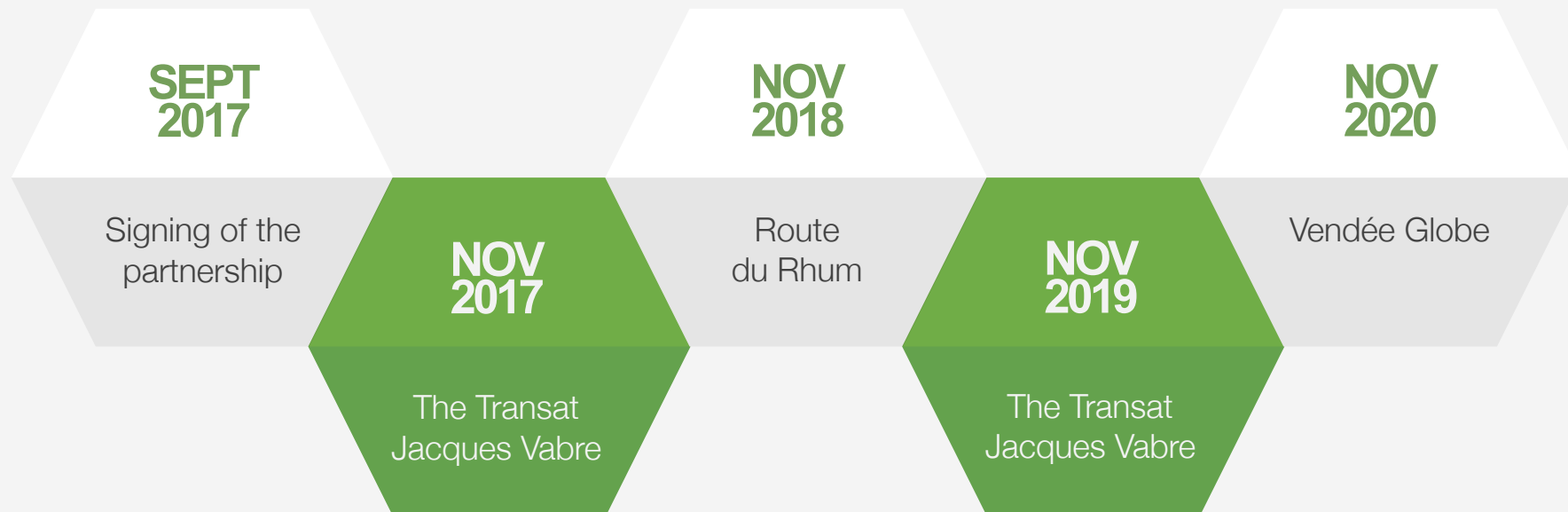
Housed by volunteer host families and receiving operations from ten hospitals in France, more than 3,000 children have already received care since the association first opened in 1996.

Several figures:

- **More than 3,000 children received operations in France since 1996**
- **€12,000: the average cost of an operation**
- **70 countries have benefited from its work**



Highlights of the partnership



A sailboat with a white hull and red accents is sailing on a dark blue sea under a grey sky. The boat features the 'initiatives-cœur' logo and 'K-LINE' branding. A person in a red jacket is visible on the deck. A large, semi-transparent red banner with white text and a heart icon is overlaid on the right side of the image.

How to participate in this solidarity project?

initiatives-cœur.fr

Golden rules for fundraising

01

Set an ambitious goal.

Be ambitious, set a fundraising goal that will make a real impact for the charity.

02

Share the work (if you are a team)

By dividing your fundraising goal by the number of team members, you can expand your network and boost your donation potential.

03

Organise your calendar

Track progress on your fundraiser and adapt your strategy based on the results.

04

Start your fundraiser early

The earlier you start your fundraiser, the faster you will reach your goal. Make the first donation yourself: that will encourage more people to give.

05

Overcome setbacks

Fundraisers often get off to a flying start, only to stall just before the deadline. Keep up your hard work and don't despair.

01

Customise your fundraiser page

- Briefly explain your fundraiser and the reasons for your commitment.
- Add photos and updates.
- Get inspiration from other teams.

03

Organise an event

Bake sales, garage sales, trivia games, raffles, auction challenges...try it all! It's a great way to boost your fundraiser and inform new audiences about your fundraiser.

05

Stay in touch with your donors

Keep them updated on your fundraiser and don't forget to say thanks.

5 tips for reaching your fundraising goal

02

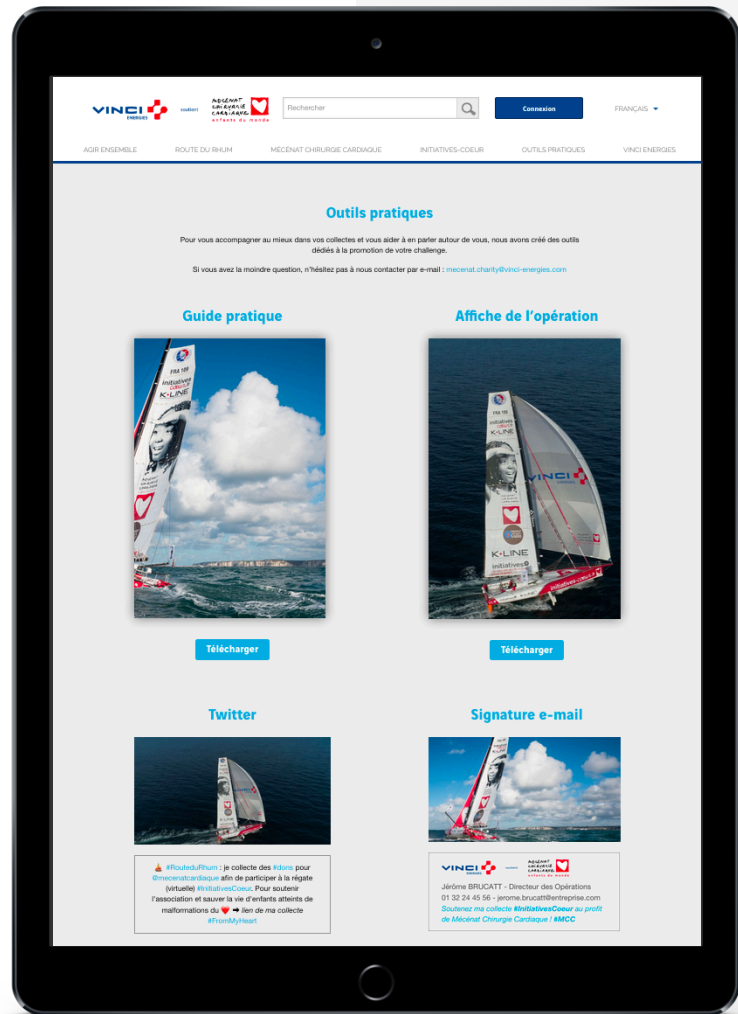
Reach out to your network

- Choose a format: phone, email, social media... and don't leave anyone out!
- Reach out to your social circles: start with your family, then your friends, followed by your acquaintances and your colleagues.

04

Leverage the power of social media

Facebook, Twitter, Instagram and even LinkedIn... Spread the word using the hashtag [#SailingHearts](#).



Communication tools at your disposal

1. Web platform dedicated to the campaign
2. Campaign flyer
3. Example Twitter post
4. E-mail signature
5. Facebook covers
6. Instagram images

* Communication tools are available for download here: <https://mecenat-charity.vinci-energies.com/pages/practical-tools>



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