



# LES RESTOS DU COEUR

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NON-PROFIT ORGANIZATION

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# PRESENTATION OF THE ORGANIZATION



Coluche (1944-1986)

**Creator of the Restos  
du cœur (1985)**



**fundamental mission :**

- help and assistance combating  
poverty to the needy



# CHARACTERIZATION OF THE ORGANIZATION

**Nationality :** French organization

**Company purpose :** a non-profit organization

**Main activity :** non-market activity

**Legal structure :** association

**Type of organization :** a charity

**Size :** large company

**Geographic scope :** national

**Economic sectors :** tertiary sector

**Human resources :** members of the board of directors, volunteers (51,000)

**Material resources :** locals, vehicles,...

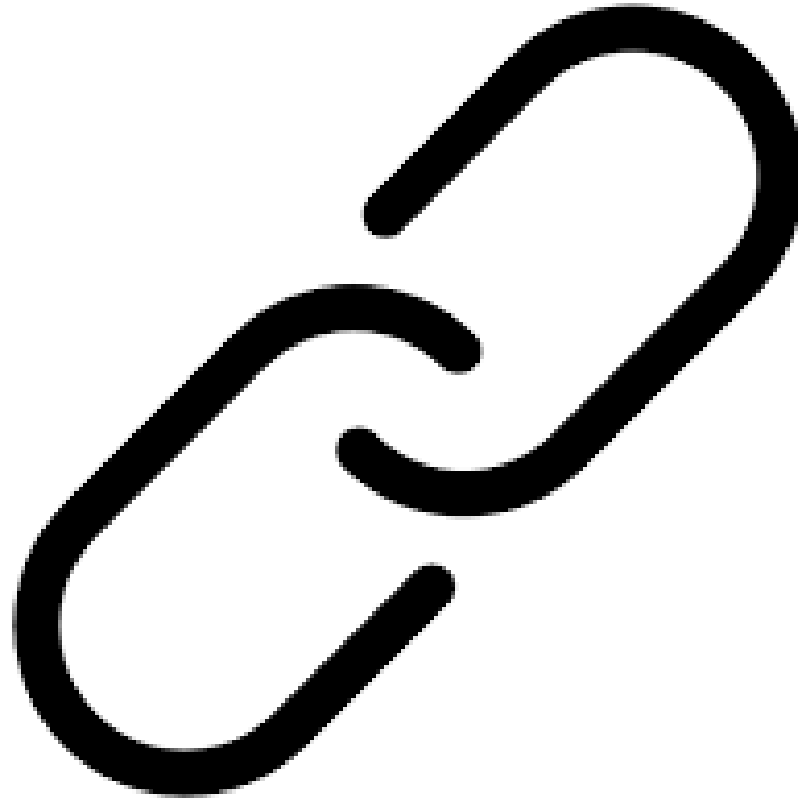
**Immaterial resources :** logo, e-commerce sites, advertising



# COMPARISON BETWEEN 2 ORGANISATIONS

## HERMES

- international
- Private organization
- employers
- Fashion
- **French organization**



## RESTOS DU CŒUR

- national
- Association
- volunteers
- A charity
- **French organization**

