

ENGAGEMENT-BASED CORPORATE GIVING IN HONG KONG

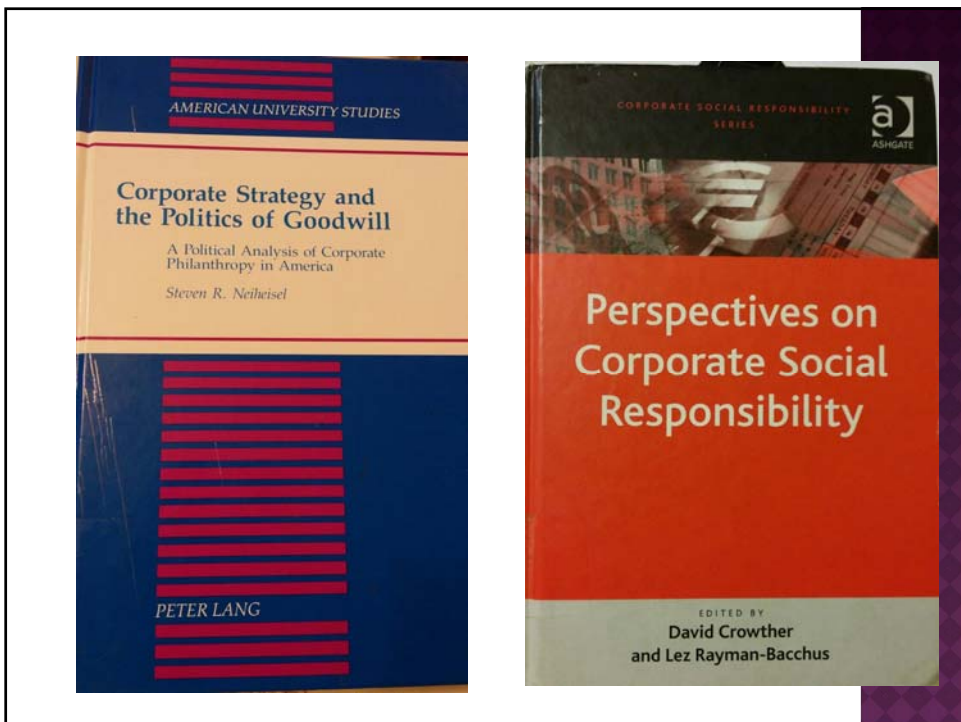
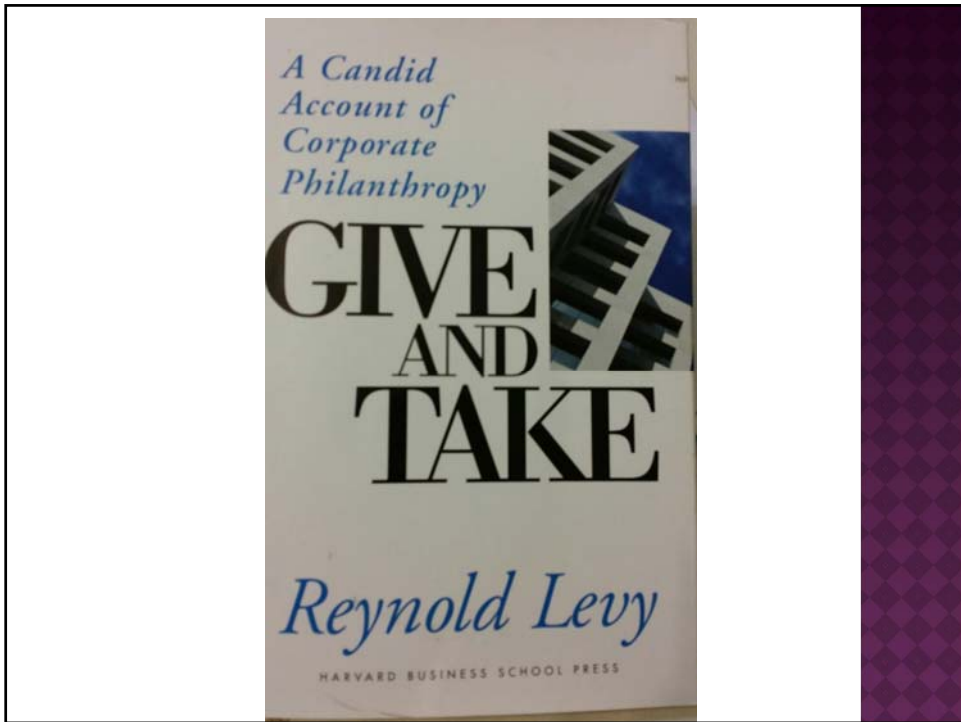
CORPORATE GIVING

voluntary donation of corporate resources
to charitable causes

- Financial: direct grants or through vehicles like corporate foundations
- In-kind donations
- Volunteering

ENGAGEMENT-BASED

- Engaging the community and NGOs
- Engaging the employees
- Engaging other stakeholders or associates



“When Americans leave their homes in the morning destined for the workplace, they may lock their valuables behind. **But they take their values with them** to the office. One of these values is helping those who need it most. Another is improving the quality of life in the communities in which they live and work.

The corporation can advance just such ends in **fascinating, inventive, and powerful** ways. It can do so without damaging the profit-making mission of the firm. Indeed, staying in close touch with customers and with **key societal trends** that influence the course of business is critical to corporate success. Meaningful interaction with America’s Third Sector is indispensable to aligning a company’s strategy to its **fast-changing environment**. ”

*Reynold Levy,
Give and Take, a Candid Account
of Corporate Philanthropy (1999)*

“Philanthropy... can **please customers, strengthen brand recognition, bolster morale**, express the values of a business, and provide employees with leadership development opportunities...enhance the quality of life in communities, encourage key executive relationships with opinion leaders, customers and govt officials.. expose leading executives to new ideas, important social movements and points of view they might not otherwise encounter....

Win friends and influence people, can strengthen the donor more than the donee...can be a source of sustainable **competitive advantage** difficult to attain by other means...

Minimum: **mutually beneficial** transactions;

Optimum: both enriched by a continuing relationship, healthy exchanges of view and of value-- **empathy**.

(1999 prediction)

4 Trends in Corporate Giving in USA:

1. Emergence of **Small and Mid-Size Firms** - the Engines of Business Philanthropy;
2. Use of philanthropy by American companies conducting business abroad as a tool of **international expansion** and as a symbol of good corporate citizenship;
3. **Technology** ascendant, Philanthropy Transformed;
4. **Employee-driven** Philanthropy

Engagement-based Corporate Giving in Hong Kong -

Corporate Giving, an important form of philanthropy, has flourished in Hong Kong in the last decade, taking on **innovative** approaches and **engaging** nonprofits and community organisations.

Companies have made **donations**, shared their **resources**, contributed **time** and **expertise**.

How does corporate strategy come into play?

What are the potentials, challenges and limitations?

What is the give and take, **impact** and **effectiveness**, in making the world better?