




**Forum on Engagement-based Corporate Giving in Hong Kong**

7<sup>th</sup> October, 2015


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**Who We Are**



<b>John Swire &amp; Sons Limited</b>			
50%	Swire Pacific	Private Group	100%
82%	45%	75%	100%
Swire Properties	Cathay Pacific	HAECO	Other Subsidiaries





## The Swire Approach

Decentralised approach → operating companies to be responsible for its own community investment programmes according to the following principles:

- **Align with operating companies' businesses**
- **Support local communities near where the business operates**
- **Engage with customers**
- **Engage with staff**



## Our Strategy

*"We align our community programmes with our businesses."*



### Cathay Pacific Community Flight

- First organised in 2008, 5 community flights in total.
- In 2015, carried some 200 residents from 60 less-advantaged families, 40 Cathay Pacific Volunteers including cabin crew, and pilots.
- Partners: Hong Kong Council of Social Service and 5 non-governmental organisations (NGO)





### Cathay Pacific Community Flight



### Our Strategy

*“We support local communities near where we operate.”*



#### White Christmas Street Fair

- An annual community event organised in December by Swire Properties on Tong Chong Street in Taikoo Place.
- Over 300 Swire Properties' employee volunteers were involved.
- Engage with tenants, office workers and residents nearby.
- In 2014, HKD1m was raised for Operation Santa Claus.



White Christmas Street Fair



White Christmas Street Fair





## Our Strategy

*“We engage with our customers.”*



### Books for Love @ \$10

- An annual charity book sale first held by Swire Properties since 2009.
- Books were collected from Swire Properties' office tenants, residents and the general public.
- In 2015, more than 300 of Swire Properties' Community Ambassadors participated in the operation of the charity sale.
- More than HK\$510,000 was raised in 2015.



## Books for Love @ \$10





### Our Strategy

*"We use the expertise of our staff:"*



#### Free laundry and blanket cleaning service

- Since 2012, Vogue Laundry has been partnering with the Hong Kong Family Welfare Society to provide free laundry and blanket cleaning service to underprivileged families in Shamshuipo, making use of their staff expertise
- Vogue Laundry's staff also share professional knowledge with the families on how to care for their clothes properly.



### Free laundry and blanket cleaning service





### Things to consider

- Have a clear objective for your community programmes
- Engage NGO partners to identify local needs and beneficiaries
- Impact measurement



Thank You

