

HELP EDUCATE MINORITY KIDS

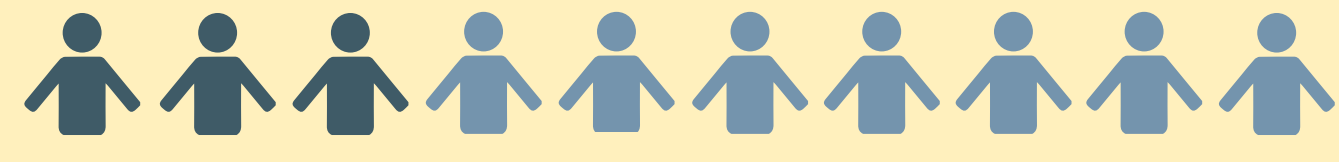
Can the government give enough?
How do corporations give?
Why do they need to give?
What does it look like in KPMG?

CORPORATE SUPPORT IS PLAYING A GROWING ROLE IN ETHNIC CHILDREN'S EDUCATION.

GOVERNMENT

Hong Kong

is a cosmopolitan city that thrives with culture. Ethnic minorities have become a crucial member of Hong Kong, leading a steady rise in population, making up approx. **3.8% of the entire population**.



263,000 ETHNIC MINORITIES
80,000 SOUTH ASIANS

The Hong Kong government has been striving to enhance the quality of education for EMs since 2014. However, the support measures are expected to further enhance starting from 2019.

2014 \$200M
2019 \$500M+

2014 Support Measure Implemented



Chinese Language Curriculum Second Language Learning Framework implemented in Primary & Secondary schools



Adoption of **teacher support programs** for tutoring Chinese as a second language to help non-Chinese speaking (NCS)



Set up of an additional **support service center** for EMs

Results

Gradual improvement in the performance of NCS students' Chinese in reading and writing



Steady increase in the number of schools admitting EMs

2018

New Measures in Education

Provide **funding to secondary schools** in support of the Chinese history education using Chinese language

Increase subsidy for kindergartens
Additional **funding** support for children with **special learning needs**

Provide professional **support services** from **tertiary institutions** on Chinese language

Education needs still not met...

EMs struggle to learn both **Cantonese and Chinese** characters

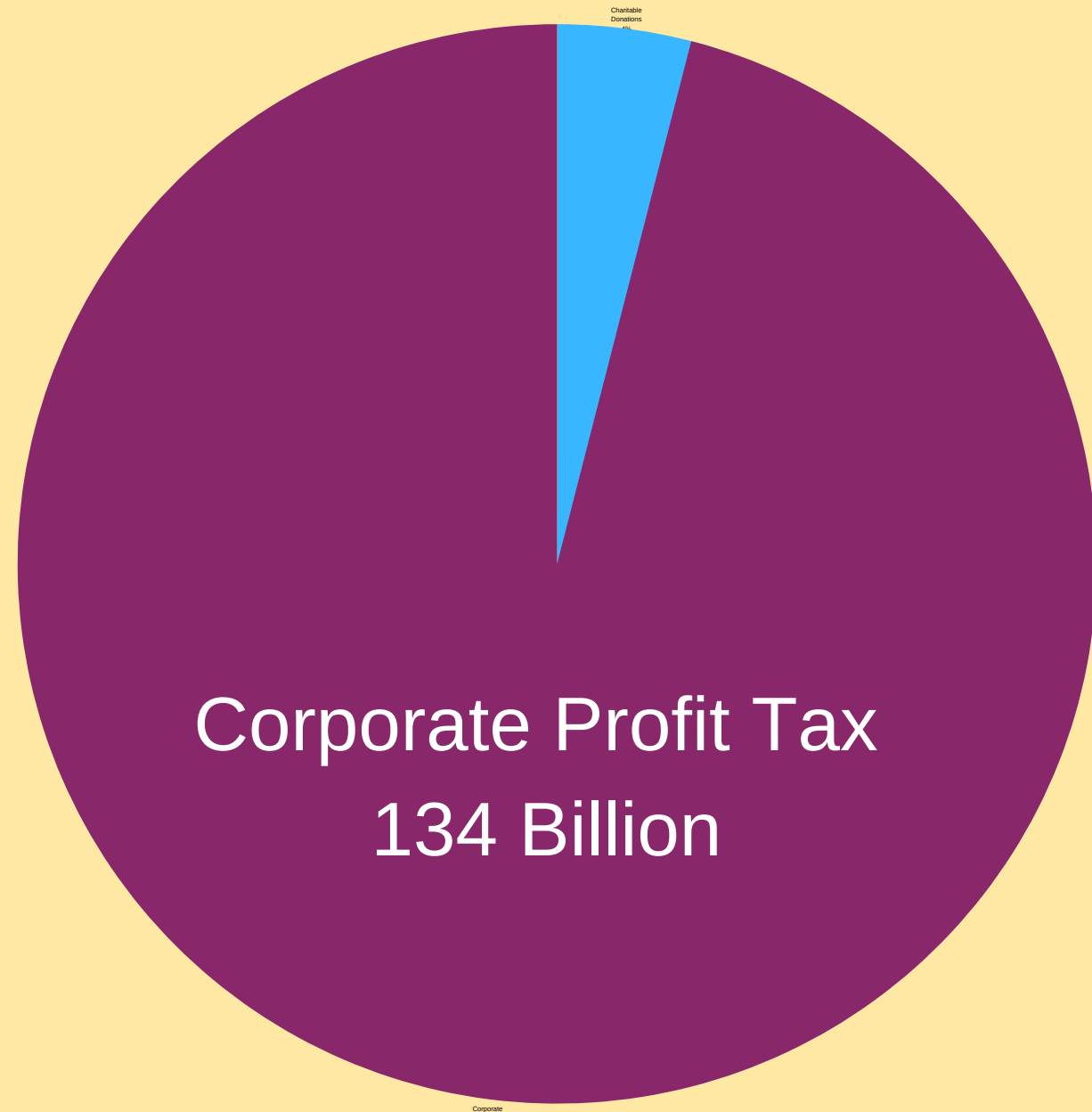


Educational institutions do **little to promote multicultural interaction** between children

Teachers are faced with a **lack of educational resources** for NCS to learn the language

CORPORATE

Corporates Donated HKD 4.64 Billion in 2017/18

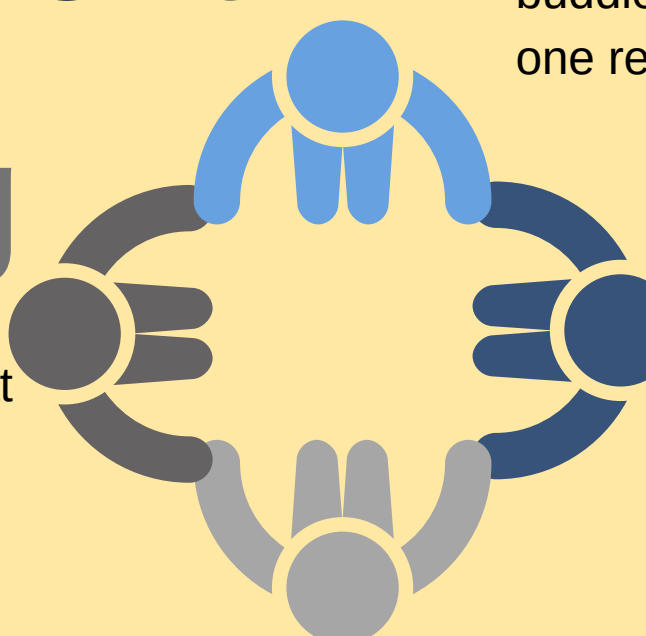


HK Corporations can claim 35% of their tax money to charity. According to information provided by the Hong Kong Inland Revenue Department, in 2017 **HKD\$ 4.64 billion** was donated to charity by corporate who paid HKD\$134 billion. Of the 4000 approved charities, 2831 of them deal with education as it is one of the four charitable classifications by the government.



Ways to Support

Building
Founding or creating academic institutions that previously did not exist



Mentorship

Company tours, corporate buddies for students, a one to one relationship

Scholarship

Funding tuition or other school costs such as uniforms or books; providing funding for certain third party programs

Programing
Creating competitions or conferences at a school; organizing outings or special courses

Strong Corporate-School Partnerships...

Benefit All Parties

- Students: increased access to opportunity, personalized attention
- Company: good press, tax breaks, employee satisfaction
- Teachers: a break; inspiration in the field, training opportunities

Have Reasonable Expectations

- Create a formal agreement or operate through a third party
- Define short term and long term goals
- Set up an advisory board
- Outline, track and re-set goals

Are More than Just Funding

- Volunteers make a personal difference in a child's life
- Employees are more engaged in corporate culture when they volunteer
- Build community awareness

AT KPMG

Why They Support

KPMG has made **Lifelong Learning** one of their four pillars of their CSR strategy, taking inspiration from the United Nation's **Sustainable Development Goals**. "We are committed to developing potential and creating well-rounded educational opportunities for underprivileged primary- to tertiary-level children and youths. The KPMG Foundation provides annual financial aid to students in need through different charities." But, this subject also couples with another pillar, **Inclusion & Diversity**. The hybrid nature of this cause, make it a popular choice for support.



Who They Support



Through the Hong Kong Council of Social Services, KPMG supports the **Qi Chuang Social Work Center** which aides migrant youth. KPMG has helped them upgrade their facility and sponsored activities for the children.



Project WeCan
「學校起動」計劃

KPMG supports the **Caritas Tuen Mun Marden Foundation Secondary School**, of which 80% of students are ethnic minorities. Their multi-year collaboration includes monetary and volunteer support.



Organized by the Hong Kong government, the Life Buddies program aims to aid in social mobility by pairing disadvantaged and often minority children with a corporate mentor. KPMG hosts a variety of activities for the students and their mentors, including a celebration of Global Dignity Day.

How They Support

10 Adream Centers Built



Over **50%** of **HKD\$200 million** Given in 2017 Went to Education



2,000 Students Mentored



CONCLUSION

Corporate support is an important aid to the HK government in educating ethnic minority students in Hong Kong.

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