

Case Study on Corporate Social Responsibility

企业社会责任案例

GCCRM & CRMGuru.com

GCCRM及CRMGuru.com于由2004年开始，已经连续三年捐款支持寰宇希望《中国教育计划》。在2006年12月，GCCRM总裁李翊玮先生更与同事到云南省元阳县探访，直接了解实际情况。

GCCRM & CRMGuru.com have supported HOPE worldwide's China education program since 2004. In December 2006, Mr. Sampson Lee, Founder of GCCRM and his colleague visited one of the program sites at Yuanyang County, Yunnan to have a better understanding of the program.

重点 Points of interest:

- 新颖的筹款方法 Innovative idea in fundraising
- 透过直接参与, 达致更深入了解 Gaining better understanding of the program through direct participation
- 着重推动企业社会责任 Focus on promoting corporate social responsibility

资助形式: 将「中国CRM论坛」之5%门票收益捐赠予寰宇希望, 以资助寰宇希望推行的教育计划内的受助学生; 同时, 积极推动向商业合作伙伴参与捐赠, 以达成其企业社会责任。

Format: Donated 5% of registration fees in China CRM Forum to help needy students through HOPE worldwide's China education program; actively liaised with its business partners to participate in sponsorship that fulfill their corporate social responsibilities.

贡献 Contribution:

- 透过寰宇希望《中国教育计划》, 为80名贫困学童提供助学金, 让他们得以继续上学 Provided educational sponsorship to 80 poor students through HOPE worldwide's China education program
- 促成两间企业参与捐赠项目, 众多客户管理高级行政人员推广企业社会责任的理念 Facilitated two corporations to participate in sponsorship and introduced the ideas of corporate social responsibility to many senior managers in CRM sector.



云南省元阳县其中一名受助学生
One of the sponsored students in Yunnan



甘肃省会宁县受助学生
Sponsored students in Gansu



云南省昆明市受助农民工子女
Sponsored migrant children in Yunnan

Frequently Asked Questions 常见问题

寰宇希望是甚么？

寰宇希望是一个国际性的慈善机构；为了改变生命，它汇集投入的员工和义工的爱及热心，提供持续、高效的社区教育、健康及义工服务予贫穷及有需要的人。

What is HOPE worldwide?

HOPE *worldwide* is an international charity that changes lives by harnessing the compassion and commitment of dedicated staff and volunteers to deliver sustainable, high-impact, and community-based education, health, and volunteer services to the poor and needy.

寰宇希望在那里运作？

寰宇希望在全世界都有其典范项目，包括以下：

- 免费医疗—寰宇希望斯汉诺亲王医院（柬埔寨金边）
- 给淋病病人的房屋及社会服务—希望之村（印度新德里）
- 关心孤儿和弱童—非洲孤儿和弱童网络（非洲十二个国家）

在大中华区，我们的项目集中在教育、医疗健康和义工服务。在香港，透过儿童希望中心提供顾问、补习和其它教育服务予低下层儿童。我们亦有提供职业培训和其它支持给一些区内的家庭。在内地，我们透过资助小学、中学、甚至大学生上学来支持贫困的地区发展。现时我们在甘肃、湖南、陕西和云南省均设有资助计划。

Where does HOPE worldwide work? What does it do?

HOPE *worldwide* has signature programs around the world, including the following:

- Free medical care—Sihanouk Hospital Center of HOPE, Phnom Penh, Cambodia
- Housing and community services for leprosy patients—Village of HOPE, New Delhi, India
- Care for orphans and vulnerable children—Africa Network for Children Orphaned and at Risk (ANCHOR) Initiative, 12 countries in Africa

In the Greater China region, our programs focus on education, health, and volunteer services. In Hong Kong, the HOPE *worldwide* Centre for Kids delivers mentoring, tutorial, and other community-based education services for underprivileged children. In the community we also provide job-skills training and other support to families. In China, we support poor communities through sponsoring primary, secondary, and tertiary-aged students to attend school. Currently we work in poor counties in Gansu, Hunan, Shaanxi, and Yunnan provinces.

为何我要支持寰宇希望？

我们其中一个核心价值是有效运用现有的资源。我们持守一个低成本、高效益的理财政策，以求带来希望和改变生命。在国际上，慈善机构惯常会根据其服务、行政和筹款的支出百份比被评级。在过去，寰宇希望的服务与行政及筹款的支出比例约为 80% 及 20%，相比起其它的慈善机构算是极好。

Why should I give support to HOPE worldwide?

One of our core values is to steward effectively the resources available to us. We adhere to a low-cost, effective use of funds to bring the most hope and change lives. Internationally, charities are often rated on the percentage of funds devoted to programs versus administration and fundraising. Historically, HOPE *worldwide*'s ratio of 80% to programs and 20% to administration and fundraising compares favourably to others in the industry.



Bringing hope. Changing lives

HOPE *worldwide* is a non-governmental organization in special consultative status with the Economic and Social Council of the United Nations and is registered with the US Agency for International Development

HK Office: Room 1910, Fortress Tower,
250 King's Road, Hong Kong
Phone: 852-2588 1291
Fax: 852-2588 1306
Email: enquiry@hopeww.org.hk