




The Gift of Giving



There are some bright childhood memories that carve a special place in one's life, but on the other hand, there are children from different strata who are lesser privileged. Today a lot many corporates are coming up with major initiatives to draw a smile on the faces of these little toddlers. All the biggies in the corporate world across the globe are paying their undivided attention to the community since inception

BY EKTA MAKAN

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s rightly stated by Bernardo Kliksberg, the famous Argentine Doctor of Economics, "One cannot be a good house in a rapidly deteriorating neighborhood, the credibility and the fair functioning of the neighborhood matter a great deal. Without that, the integrity of the capitalist system will weaken further"

Many businesses zip past rivals to gain leadership of the market, a story foretold not by the pricey collaborations but by the allotment of funds for the CSR initiatives. The term 'giving back' holds much more importance and has become one of the core philosophies of many leading businesses.

We have surpassed the age where the concept of lending a helping hand was restricted to large family businesses that ran hospitals, schools and colleges through trusts both governed and operated by the families themselves.

Corporate social responsibility (CSR) goes beyond philanthropy and these days, businesses interact with children on daily basis. The global brands impact children's rights that go way beyond child labor and at the same time have enormous power to improve the rights of children and protect them from harm. As the global enterprises gets empowered to welcome huge investments, they also focus on the methods of paying back to the society.



BLUEPRINT OF HUMANITY

At Middle East Broadcasting Center (MBC) Group, Corporate Social Responsibility is not a new phrase. Being the leading private media company in the Middle East and North Africa region and an active partner of Save the Children, the company has recently announced the initiative "Protect Their Happiness" which will help mobilize MBC's global audience in supporting children throughout the Middle East during Ramadan.

MBC's Corporate Social Responsibility arm called MBC Hope has begun the campaign will raise funds for Save the Children's arts-based psychosocial program Healing and Education through the Arts (HEART) in Middle Eastern countries such as Egypt, Jordan, Lebanon, Syria and West Bank/Gaza. The campaign began on June 1, 2017 and ended with Eid on June 25, 2017.

"Emotional distress can be detrimental to children's ability to learn, grow and achieve. MBC wants to ensure that Arab children fulfill their hopes and dreams, as they believe that taking care of their hearts and minds is just as important as providing them with food and water," said Mariam Farag,

Head of Corporate Social Responsibility at MBC Group. "We have partnered with Save the Children for the past two years to address this critical need and we are inviting our audience to join us on this mission through this campaign."

Many children throughout the Middle East have experienced war and conflict, and have been uprooted from their homes. Others are living in poverty, while their families struggle to provide for their children's well-being. Save the Children's HEART program allows children to express their emotions from their life's circumstances and exercise their creativity through art.

Teachers and other facilitators trained by Save the Children lead children through drawing, dancing and other art activities in schools, childcare centers and refugee camps. The arts-based program gives children a safe place

to cope with chronic stress even if they cannot explain their feelings in words. MBC Hope is invited the network's audience to donate funds through the Protect Their Happiness campaign page to Save the Children's HEART program in the Middle East so that this young generation is empowered and supported.

"Despite what children may be going through, many children in this region still dream of a better future—of becoming doctors and teachers who can contribute to building a peaceful, prosperous future. All they want is the opportunity to do so," said Soha Ellaithy, senior director of Save the Children's Gulf Area Office. "MBC Hope has been a key supporter of the HEART program as they recognize that the psychosocial health of children is a key part of building that future."

BEING RESPONSIBLE

With headquarters at Hong Kong, Cathay Pacific Group is a noted aviation brand today. It supports and invests in the Hong Kong community of which it has been a part for almost seven decades. In addition to making major contributions to Hong Kong's economy through its investments in people and infrastructure, Cathay Pacific is also actively involved in a variety of community initiatives under its Corporate Social Responsibility (CSR) banner.

"English on Air" Programme

This unique programme involves English-speaking Cathay Pacific staff from a wide variety of nationalities and backgrounds, encouraging local students to practise their spoken English. Up to July 2009, about 725 students from five Tung Chung secondary schools were invited to Cathay Pacific City to meet and mingle with Cathay Pacific volunteers for English-speaking sessions.

Life Education Activity Programme (LEAP)

Cathay Pacific is the main sponsor of the Life Education Activity Programme (LEAP), which teaches young people in Hong Kong about the dangers of drug and substance abuse, as well as running discussions on peer pressure, decision-making and the human body. The airline has supported LEAP since 1994. An average school year sees more than 80,000 students from 170 schools attending the LEAP sessions.

The Cathay Pacific Wheelchair Bank

Set up in Cathay Pacific's 50th anniversary year in 1996, the Wheelchair Bank aims at raising funds to purchase specially adapted wheelchairs for children with neuromuscular diseases. To date, more than HK\$8.7 million has been donated to the Wheelchair Bank. From 1999 onwards, an average of one month's proceeds from Cathay Pacific's "Change for Good" inflight fundraising programme is



allocated to the Bank each year. Over the past 13 years, the Wheelchair Bank has helped more than 300 needy children, supported more than 2,100 clinic attendances and handled over 4,000 spare-part changes and modifications. Some of the wheelchairs have served up to seven different people.

Project Orbis

Since 1989, Cathay Pacific has been a major sponsor of Project Orbis - the world's only flying eye hospital. The airline provides free and discounted air travel for Project Orbis personnel, enabling the Project's volunteer eye surgeons to fly into Hong Kong and join the Project Orbis aircraft before it visits remote places in countries such as

China, the Philippines, Myanmar and Mongolia.

Hong Kong Society for the Blind

Since 2004, Cathay Pacific has been providing sponsorship for the Hong Kong Society for the Blind which provides comprehensive services for the estimated 75,000 blind and visually impaired people in Hong Kong.

The Sunnyside Club

Founded in 1987, the Sunnyside Club is a registered charity set up by Cathay Pacific staff. It concentrates primarily on improving the well-being of mentally and physically challenged children in Hong Kong.

BANKING ON MANKIND

Since inception, YES BANK has a deep rooted focus on sustainability and through its Responsible Banking pillar, had been working towards Corporate Social Responsibility (CSR) and Sustainable Development. The BANK believes that CSR and Sustainability in their biggest sense are the purpose of Business and has embedded them into the core business operations, keeping in mind the impact that it has on people, planet and prosperity. Real CSR lies in the



collective ability to share resources equitably, accept that everyone has the same rights, and consistently act in the best interest of humanity. YES FOUNDATION is its concrete step to realize this vision of an empowered and equitable India.

YES FOUNDATION is the social development arm of YES BANK, India's fourth largest private sector bank. Under the visionary guidance of its Co-Chairman & Chief Mentor, Mr. Rana Kapoor, MD & CEO, YES BANK, the Foundation follows a differentiated approach focusing on stimulating entrepreneurship and innovative use of media initiatives, to bridge gaps and act as a force multiplier towards empowered and equitable India.

The Foundation works under the guiding principles of:

INNOVATION: Social Innovation is accelerating worldwide as people realize that it is time to work together to find new solutions to the challenges facing the society.

At YES FOUNDATION, they define innovation as creating solutions for the gaps in the social sector and developing a more robust ecosystem towards India's holistic and equitable growth and development.

ENGAGEMENT: YES FOUNDATION collaborates with civil society organizations, government agencies and communities and leverages their strengths to facilitate actualization of the vision of an empowered and equitable India.

INCLUSION: Social and economic inclusion are central to ensuring sustainable growth and development in India. Through its initiatives, YES FOUNDATION provides a platform to voices less heard and endeavors to sensitize people, especially the youth on issues related to inclusive development.



EMPOWERMENT: They believe that each individual is capable of making a difference and impactful social transformation can only be achieved by working collectively. They focus on engaging people, especially youth and women and providing them avenues and opportunities to participate in the development of the country.

YES! i am the CHANGE (YIAC) is the flagship program of YES FOUNDATION. Launched in 2013, YES! i am the CHANGE is a nationwide mindset transformation program to inculcate the value of responsible citizenship amongst youth through the impactful medium of films.

YES! i am the CHANGE is the World's Largest Social Film Movement with participation of over 13 lakh individuals

from 2,500 cities and towns across India.

As part of YIAC 101-Hour Social Filmmaking Challenge, participants make 3-minute short films on social causes which form an open repository of invaluable communication resources for the use of NGOs. Most importantly, the process of participation and exposure to various social causes leads to the inner transformation of the youth, builds association with causes and makes them agents of social change.

To further social impact and engage more youth with social causes, YES! i am the CHANGE will also have a special 101-Hour Social Photostory Challenge in February 2017, where individuals will narrate stories of change through 5 photographs on social causes.

ENHANCING RURAL ENGAGEMENTS

Oxygen has initiated a one of a kind Rural Engagement Model that helps connect with their large customer base in rural locations to whom Oxygen is providing Banking services or convenience in Money transfer to their home location. This program calls for reaching out to the customer segments and support them in area like health, education and employment. Several initiatives have been taken up and this includes.

Education:

To Educate Indian Youth, for a better tomorrow, Oxygen set up multiple academies for vocational learning, benefiting several hundred beneficiaries through Grameen Yuva Rozgaar Academy for the Rural Youth and Life Skills Livelihood Programme, for rural women.

Health Camps:

- 339 health camps wherein over 694 free cataract and 7 heart surgeries have been done. Free medicine, subsidized spectacles, eye medication, eye drops and sanitary napkins are provided to villagers.
- Folic acid and Iron capsules are provided to help combat anemia in pregnant women.
- These Camps for Eye, Gynecology, Heart, General Health Multi specialty, Bone densitometry, Women Hygiene Awareness Camps, have benefited over 46994 rural Indians. 76 Women Hygiene Awareness Camps have been organized till date benefitting 6424 women and adolescent girls.

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equipment to reduce surgical hemorrhages.

- Partner with the Breast Cancer Foundation of Egypt (BCFE) to sponsor major surgeries as well as essential medical processes.
- Provide Al Fayoum University's School of Medicine with vital cardiology equipment to enhance medical and educational services in the community.
- Equip Al Gharaga Charity Hospital's clinics in Daqahleyia providing free healthcare services to underprivileged community members.
- Donate ultrasound equipment to the Egyptian Autistic Society's healthcare unit in the area of Kom Bakkar, which lacks access to healthcare facilities.

ADIB Egypt is proud to have contributed to several charitable projects in the Delta and Upper Egypt regions that have benefited large segments of society.

BEING BY YOUR SIDE



Taking proactive steps on the path of Egypt's social advancement and prosperity, ADIB Egypt puts corporate social responsibility (CSR) at the forefront of its commitments. Society's most pressing issues are the foundation of the charity and CSR strategy in Egypt. They are proud to actively take part in building bridges towards a brighter and healthier future.

ADIB Egypt has proudly supported numerous initiatives, institutions and organizations providing essential healthcare services to the Egyptian community, from university hospitals to local healthcare units and NGOs. ADIB Egypt is committed to addressing one of the most vital needs of underprivileged community members.

ADIB Egypt was honored to:

- Bolster the capacity of Zaqaziq University Hospital's Intensive Care unit, which offers treatment to nearly 18,000 patients every month, with state-of-the-art cardiovascular equipment.
- Provide Cairo University's Kasr Al Aini Hospital with

- They provided contributing for the completion of construction of the Abrar Charity and Development Complex in Bani Sareed Village, Sharqeyia, encompassing a mosque and an educational center, as well as a housing complex for the mentally disabled and other housing and development projects for orphans and widows sponsored by the Abrar Foundation Egypt for People with Special Needs.
- ADIB Egypt also partnered with the Al Nour Charity Foundation to facilitate the construction of a pediatrics and pediatric surgery hospital in Sheikh Zayed.
- Stemming from the belief that the new generation is key to a prosperous future, ADIB Egypt helped supply the Awlady Association for Orphans in Maadi's establishment of a state-of-the-art computer lab. The bank also formed a team of volunteers to deliver and oversee computer training courses, in addition to providing knitting machines for orphans to acquire new skills to produce and sell products.
- They also collaborated with Misr El Kheir Foundation's Al Gharemeen initiative to repay the debts, and free them from imprisonment, giving them and their families a chance for a better future.