Giving Hand

Why destroy? Save the green and let's give!

We are the "Helping Hand" in Corporate Giving

Nov. 2011

主讲人：Vera Chou & Elias Witman

Make surplus into good causes and help those in need today!

Presentation Outline
目录

Giving Hand
Why destroy? Save the green and let's give!

- **Part 1: Giving Hand Introduction 接力慈善介绍**

- **Part 2: Levi's Project Overview 牛仔裤"以旧换新"项目一览**

What is Giving Hand?
接力慈善介绍

Giving Hand
Why destroy? Save the green and let's give!

- Giving Hand **is a non-profit organization that assists international corporations and retailers,** Give **their goods to people in need through appropriate charitable organizations in China.**

- Giving Hand **helps companies achieve their goals of being socially responsible and environmentally friendly.**

- Giving Hand **sees the benefits of giving in positive impacts on society as well as corporate donors . We streamline the donation process to make it an easy part of business life.**
- **接力慈善是一家注册在香港的非营利组织，并于2008年12月成立。成立之初，我们旨在帮助全球的跨国企业和零售商更加便利地向中国的慈善机构捐赠其需要的物品。**

- **作为企业与慈善机构的桥梁和协助企业捐赠顾问，我们可以帮助企业实现慈善与商业的双重目标。我们为企业设计创新的，具有战略意义的慈善项目，并且跟进项目进程，保证项目安全、透明、有效地运行。**

Our Mission:
我们的目标是企业捐赠的协助者

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- **We BELIEVE that we are experienced advisors and we can help corporations achieve business and philanthropic goals, THROUGH developing strategic and innovative corporate giving programs. WHAT we do is make sure the programs run smoothly.**

Brand & NGO Relationships

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- GH experience as CSR Consultants across China
- Notable Brands:

yooyoo360.com

- Adidas, Levi's, Staples, Mars Candy, Home Depot
- Strengthening Concept: "Made in China Give Back to China"
- *Nowadays nearly every major company has a stake in China's exports and production:*
- What impression does your company want to make?

How to Build Philanthropy Programs 我们如何实现有效捐赠

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Start from: Identify the link between public needs and business strategy 我们从建立企业目标和社会需求之间的关联开始

Step 5: Assessment
监督、管理和评估

Step 1: Clear Goal
第一步：明确目标

Step 2: Core Skills
第二步：明确企业资源优势

Step 3: Consider Partnerships
第三步：寻找合适的NGO合作伙伴

Step 4: Communicate
第四步：充分的沟通包括对内和对外

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Levi's Used Jeans Donation Project

2010牛仔裤"以旧换新"项目成果

Charity Collaboration:
6个公益组织合作完成项目执行

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北京華育助學基金會
BEIJING HUAYU EDUCATION FOUNDATION

凉山彝族妇女儿童发展中心
Liangshan Yi for Empowerment (LYFE) Center

中国公益律师
legal aid

格桑花西部助学
HTTP://WWW.GESANGHUA.ORG

西部雏鹰助学网

Organizations Participated in Levi's Campaign
参与项目的公益组织介绍

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- **Ge Sang Flower Education Organization 格桑花教育救助会介绍**
  - **Ge Sang is focused on Qinghai Province. They have a huge amount of volunteers in China, most of whom have visited rural areas in Qinghai**
  - **Ge Sang Flower Education Organization can assist in collection of used jeans :**
    - **Shanghai**
    - **Shenzhen**
    - **Guangzhou**

Organizations Participated in Levi's Campaign
参与项目的公益组织介绍

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- **Women and Children Development Center of Liang Shan Yi People 凉山妇女儿童发展中心**
  - **Women and Children Development Center of Liang Shan Yi People was founded in March, 2005;**
  - **They work to:**
    - **Save orphans**
    - **Prohibition of opium and preventive education about AIDS in rural areas**
    - **Skills training and employment placement for Yi Girls**
    - **Rural livelihoods development and innovate poverty reduction models**

- **Beijing Hua Yu Education Foundation Organization 北京华育助学基金会**
  - **Assist in collection of used jeans :**
    - **Beijing**
    - **Tianjin**
    - **Shenzhen**
    - **Guangzhou**

Collaboration of Companies:
我们也整合了企业的资源投入到本项目中

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- **IDS (member of Li & Fung Group) provided transportation and Shanghai Warehouse storage space FREE OF CHARGE (Value RMB 36,558)**
- **Decathlon (Beijing and Chengdu) provided a huge discount for sporting goods.**
- **Carrefour (Chengdu) provided low cost stationery**
- **China Post logistics gave 50% discount to deliver donated goods from Chengdu to rural areas such as Nujiang, Gannan, Liangshan.**
- **除了Levi's的投入外，IDS 承担了所有Levi's门店的收集工作以及主要城市的运输，并贡献了仓库作为中转。**
- **迪卡侬、家乐福和中国邮政物流四川公司也在文体用品的购买和运输上给予了极大的支持。**

Consignee Map- 5 Provinces
面向捐赠的贫困地区遍布西部5个省

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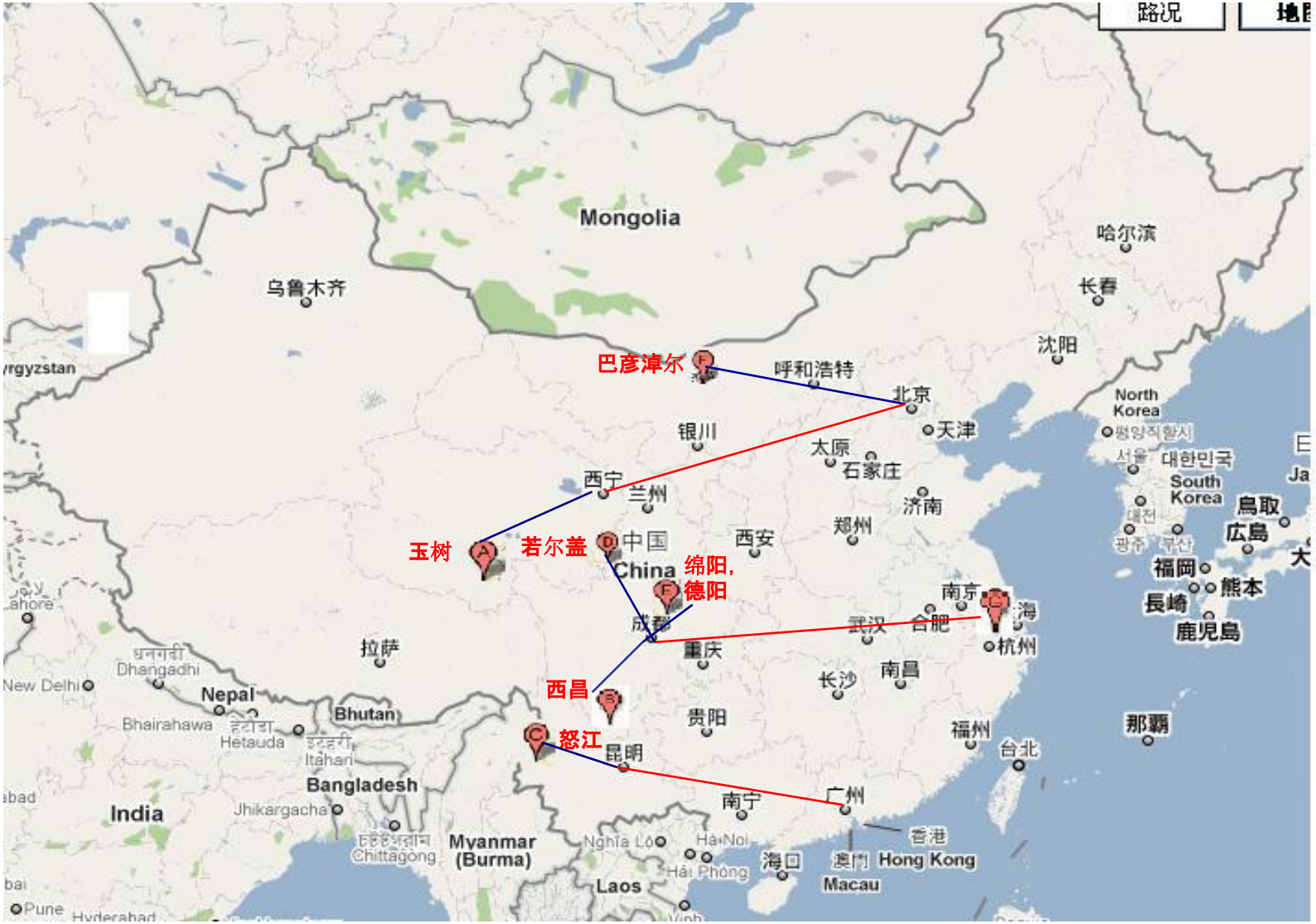

Note:

- 红色地名为捐赠地区;
- 红线为从北京，上海，深圳发往捐赠地区省会城市的线路;
- 蓝线为在各省会城市发往最终接收点的路线

Donation Areas Introduction
捐赠地区介绍

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- **Rural area of Earthquake area in Sichuan 主要面向四川次地震灾区的贫困地区**
  - **Mian Yang**
  - **四川省绵阳市游仙区白蝉乡陡嘴子村**
  - **De Yang**
  - **四川省德阳市旌阳区柏隆镇清河村**
  - **Ba Zhong**
  - **四川省巴中市平昌县江口镇临江村**

Donation Areas Introduction
捐赠地区介绍

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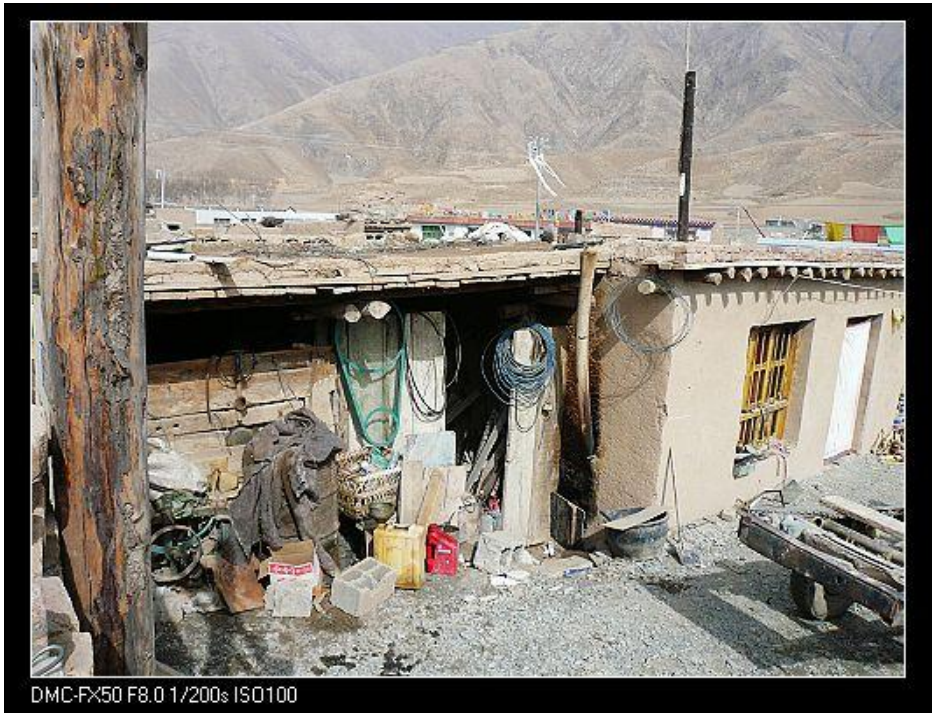
- **Yu Shu Tibetan Autonomous Prefecture, Qinghai 青海玉树藏族自治州**



Donation Areas Introduction
捐赠地区介绍

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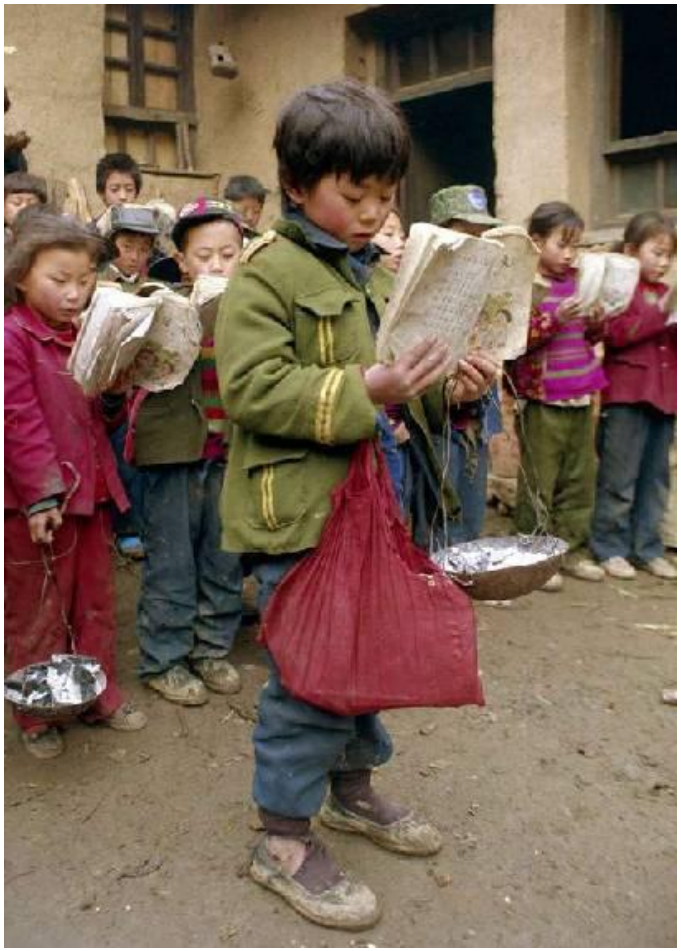
- **Ganzi Tibetan Autonomous Prefecture 四川甘孜藏族自治州**



Donation Areas Introduction
捐赠地区介绍

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- **Liang Shan Yi Autonomous Prefecture, Sichuan Province/四川凉山彝族自治州**

Donation Areas in Sichuan
捐赠地区介绍

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- **Lu Shui County Government, Nujiang Li Su Autonomous Prefecture, Yunnan Province/云南怒江傈僳族自治州泸水县**

Operation Process
捐赠流程

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- Provided training to Levi's staff about how to identify quality used jeans for in-kind donations
- 提前向Levi's 工作人员示范确定符合捐赠要求的旧牛仔裤的方法；
- Assisted sales personnel in Levi's stores to check and select qualified used jeans for in-kind donation at the beginning of campaign;
- 在活动初期，协助Levi's店内工作人员辨别并接收符合捐赠要求的旧牛仔裤；
- Visited Levi's stores every 2-3 days for "Spot Checks" to oversee used jeans collecting and help improve Levi's public image;
- 在活动期间，每隔2至3天对店内接受的旧牛仔裤进行抽检，保证其符合捐赠要求,维护Levi's公众形象；
- Sorted and packed used jeans for transportation in warehouse;
- 在存放仓库内对接受物品进行集中整理，分类，装箱，打包；
- Arranged logistics to rural areas and confirmed with consignee, then provided feedback and to donor.
- 向接收方发货并确认接收，给予反馈。

Operation Process
捐赠流程

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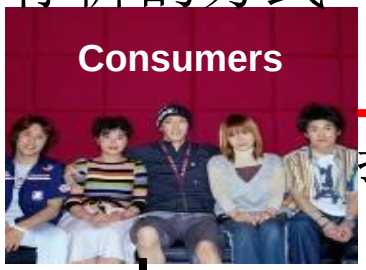
Levi's 员工的店内接收牛仔裤的方式



① 捐赠牛仔裤

③

1. 依照标准接收合格的旧牛仔裤，不合格的予以退还，标准参见下页。
2. 再次提醒消费者检查确认捐赠物品中没有遗失个人物品，如有遗失，Levi's®恕恕不负责；
3. 将捐赠仔裤叠放整齐；
4. 按成人及儿童裤分类，整齐放置在纸箱里

④

1.店铺每天早上向sales team报数
2.仓库专车会根据店铺的反馈来提取捐赠仔裤并集中存储

② 获得优惠资格

享受优惠

请消费者在购物收据上制定位置签收并确认自愿捐赠闲置衣物

③ 消费者立刻使用优惠

Operation Process
捐赠流程

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- **Step 1- Look/第一步——看:**
  - **We accept Common style & those suitable for work**
  - 我们接收普通款式，适合劳作的牛仔裤；
  - **70% new;**
  - **7成新；**
  - **Clean, No obvious dirt;**
  - 干净，清洗过，无明显污渍；
  - **No holes or patches**
  - 非朋克和嘻哈风格，没有破洞，补丁等

Operation Process
捐赠流程

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- **Step 2- smell/第二步——闻:**
  - **No musty smell or strange odors**
  - 无明显霉味和其他异味
- **Step 3- Do NOT Accept/第三步——谢绝捐赠:**
  - **Shorts, skirts and Jeans for babies were not be accepted**
  - 短裤，裙装，低龄儿童牛仔裤谢绝捐赠
  - **Bleached, ripped or faded fashion styles were not accepted**
  - 其他个性风格（如图）

Operation Process
捐赠流程

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- **Volunteers Cleaned and Packed Donated Jeans**
  - **Over 100 volunteers were involved in examining and packing blue jeans in Beijing, Shanghai and Chengdu.**
  - **More than 30,000 pairs of used jeans were sent to people in need.**
- **超过100名来自北京、上海、成都、深圳的志愿者在各地的牛仔裤的收集仓库里连续工作10小时以上逐一检查了每一条牛仔裤的质量，确保每条牛仔裤都符合捐赠要求。最终有三万条质量合格的牛仔裤发往需要的人手中。**

Levi's Also Funded Sporting Goods for 20 Rural Schools

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不仅如此，这些偏远地区的20所学校还收到了Levi's捐赠的全新的各种体育用品和文具

Thank You Letter from Students
我们收到的感谢信

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感谢信

接力慈善的朋友：

您们好！您们给凉山 5 个爱心班捐赠的文具用品，我们已经收到。深情感谢您们爱心育英才，慈善助教育。让和谐的春风吹拂到凉山孤儿的心里，让他们在你们的爱心帮助下茁壮成长。您们不辞万里将这份爱心送到了我们的身边，送给了爱心班的孩子。对所有文具用品，我们将及时送到孩子们手中。

在这里我们要感谢您们对我们中心工作的支持与厚爱，所有受到您们关爱的凉山孤儿们，绝不会忘记您们的热心支持。滴水之恩，涌源相报，我们一定会在您们的关爱帮助下，积极促进凉山少数民族的发展。

请允许我们代表中心全体工作人员和爱心班的孩子们，再次向您们表示真诚的感谢和深深的敬意！

凉山彝族妇女儿童发展中心

2010 年 4 月 2 日

Levi's Supported Breast Cancer Surgery

Levi's "微笑母亲"乳腺癌患者救助

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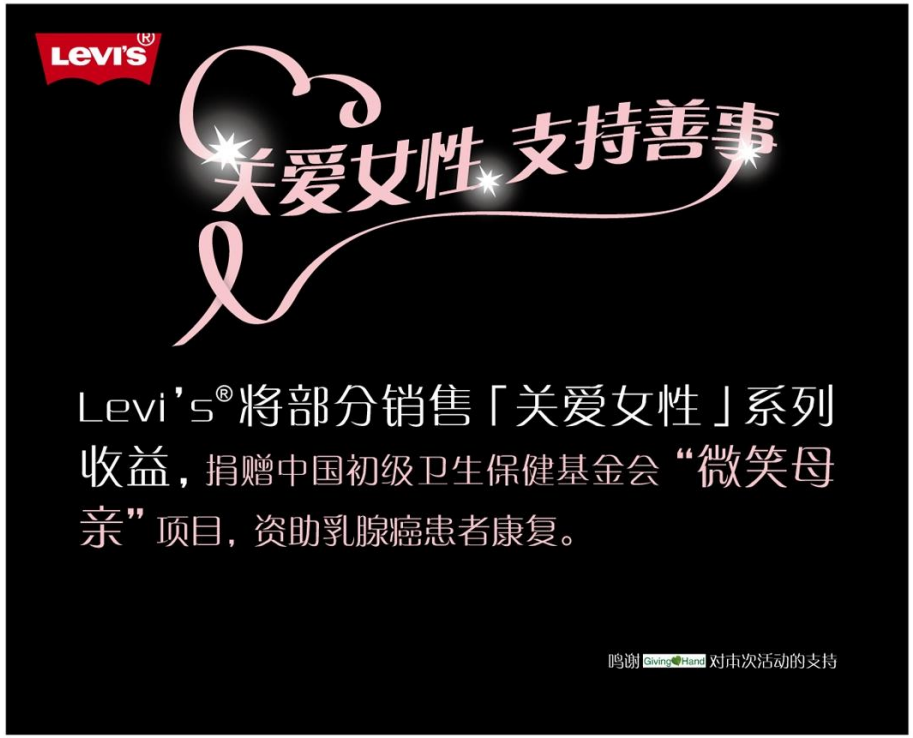
- **Giving Hand facilitated the partnership between *Levi's* and *China Primary Health Foundation* to support breast cancer surgery.**
- **继牛仔裤"以旧换新"活动之后，2010年10月， 在国际乳腺癌宣传月，Levi's 推出了"关爱女性"系列T恤，并将部分收益捐赠给中国初级卫生保健基金会 "微笑母亲"项目，以资助贫困地区癌症妇女手术费用。共计57名妇女接受了从1000-3000元不等的手术费用资助。**



Levi's Supported Breast Cancer Surgery

Levi's "微笑母亲" 乳腺癌患者救助

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- **Cash donation Support Breast Cancer Patients**

  March 2011

  - **77,000RMB donated to *China Primary Health Foundation*, which funded breast cancer surgery for 57patients in the following locations:**
  - **35 people in Kaifeng, Henan Province 1000RMB/Person**

    Giving Hand helped assist this event.
  - **12 people in Xinxiang, Henan Province 1000RMB/Person**
  - **6 people in Ulanhot City, Inner Mongolia 3000RMB/Person**
  - **4 people in Taian, Shandong Province 3000RMB/Person**

Conclusion
结论

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- **We think there are 2 main reasons behind the success of the Levi's project: the first being that Levi's had clearly defined business and philanthropy goals. Secondly, the effective building of cross-sector partnerships made the whole process run smoothly.**

- 我们相信，**Levi's**项目所取得的成果，原因之一是企业对项目有明确的预期，和商业目标结合起来，增强了项目的可评估性；

- 原因之二也是自于多方的协作，除了企业与**NGO**,还有**NGO-NGO** 以及其他企业对项目的协助，我们认为这是更加显著的成功。

Thank you!
感谢参与！

GivingHand
Why destroy? Save the green and let's give!

Any questions?
我现在愿意回答
您的任何问题！